SIXTY-FOURTH YEAR

The Billboard

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Background Music Booms—But Softly

Public Whistles While It Works, Travels, Shops, Dines to Quiet, Psychic Melodies

By KEN KNAUF

CHICAGO—One of the fastest-growing enterprises in the nation today takes great pains to keep its product not in the foreground—but conversely, in the background. This industry is background music.

Limited only in terms of the length and breadth of the American economy, background music has a potential sales outlet in nearly every kind of establishment, public or private, business or home.

Background music, for decades, has been based on the old psychological theory that people can be subconsciously stimulated, an idea only now being explored by other industries.

This psychological system fosters the notion that "heard melodies are sweet, but those not listened to are sweeter"—and more commercial.

Can music be heard and appreciated without listening to it? Much as this resembles the riddle of chicken or egg, it poses little for argument. The fact is, over 50 million sound-headed Americans hear and appreciate music every day without really bending an ear.

What is background music? It is a relatively quiet music, designed to create an atmosphere, not a storm.

It is labeled music, but not necessarily low-brow. It sets a pleasant mood at restaurants, hotels, banks, office plants, homes. It is music to dine to, work to, live to.

If you have, in the past week, visited a restaurant, a department store, a transportation depot, a plant and an office, you have likely been exposed to background music. But you probably weren't consciously aware of it.

It is so designed as to not interrupt the diner, throw shoppers into a swoon, detain the traveler, distract the worker. If it does, it defeats its own purpose, for it caters to the subconscious, not the conscious mind.

Background music has succeeded in "staying in the background" of the business world to the point that most people still regard it as a luxury, while actually it is first of all a commercial asset.

Studies made by firms using background music thru the years show that it builds patronage at restaurants, reduces worker fatigue and increases production at factories, boosts sales at shopping centers.

Its list of subscribers reads like a Who's Who of American business. Among them are such organizations as General Motors, Johns-Manville, Hilton Hotels, Piggly-Wiggly, United Air Lines, Santa Fe Railroad, Prudential Insurance, Bell Telephone, Chase Manhattan Bank.

Thruout history, background music—of one type or another—has affected human behavior. The industry can, if urged, trace its beginnings to ancient times. It can claim that background music set the tempo for the building of the pyramids and for slaves who rowed the galleys of Roman fleets. If Nero fiddled while Rome burned, if a Pied Piper diminished a scourge of Hamelin rats, if Sirens lured sailors onto the rocks, it might be argued that these were early rumblings of the industry.

But only recently has background music been harnessed on

(Continued on page 91)

TV GARDENERS CULTIVATE ONLY 35 PERENNIALS

NEW YORK — In the 10 years since network commercials "arrived" in TV, 35 firms have stayed with it all the way and still provide the hard core of prime time sponsorship. The list is headed by six automotive and seven appliance companies and includes five food, four toiletry, three tobacco and three drug firms.

Radio regulars entered TV early and remained while newcomers panicked. Industries which advertise for good will rather than competitive sales entered and exited from year to year. Some industries, such as soft drinks and beer, waited several seasons before testing the medium. Canada Dry and White Rock are among those which have not felt that network TV sells beverages.

Five years ago there were 134 web sponsors. One year ago, the total had risen to 316. The current season has seen, so far, a decrease in the total for the first time in network history. One web veepee predicts the season's finale will be 305 and that the three networks will "finally lay off their old pals and attack the 25 non-TV buyers who are still among the top 100 advertisers in the country.

"The one area in which the industry isn't growing is its most vital spot, regular advertising," charges another network exec. "It's time we stopped phoning that group of 35 every time a new property becomes available and started wheedling Bethlehem Steel, Republic, Shell Oil, Hunt's Food and other viewers."

B'dway Shows Crump In 1957 Singles Best-Seller Mart

Top Names on Platters Underscore Over-All Lack of Hits on Wax

By JUNE BUNDY

NEW YORK—The season of 1957 will go down in disk history as the year that the Broadway legit musical theater failed to produce one best seller in the singles record field.

The situation was almost as dismal in TV. Only a handful of disk promotions on dramatic shows last year resulted in singles hits, while none of the original video musicals — including the much touted Rodgers and Hammerstein's version of "Cinderella"—produced a best seller either on singles or in original-cast LP form. Mary Martin's "Annie Get Your Gun" is headed for best-sellerdom, but the TV show was a faithful translation of the Broadway version rather than a TV original.

Hollywood Clicks

Ironically, Hollywood, which has been limping badly box office-wise due to the inroads of TV, turned out a flock of best selling singles last year, including most of Elvis Presley's platters, a couple of Pat Boone hits, some smash Johnny Mathis sides, "Around the World," Jane Morgan's "Fascination," and Debbie Reynolds' "Tammy."

Legit's fiasco in the singles field was particularly upsetting, due to the extensive number of singles (from Broadway show scores) released last year. "The Bells Are Ringing," the Judy Holliday Starrer, with score by Jule Styne and Comden and Green, had at least 13 singles—none of which made the best seller charts—including platters by Tony Bennett, Doris Day, Jo Stafford, Carmen McRae, Vic Damone, Sammy Davis Jr., Steve Lawrence, Jeri Southern, and the De John Sisters.

0-13 Score

Bob Merrill's "New Girl in Town" (with Gwen Verdon as star) also turned up with at least 13 singles—none of them hits. Disks were cut by Eddie Fisher, Sylvia Syms, Hugo Winterhalter, Arthur Fiedler, Nelson Riddle, Buddy Bregman, Tommy Leonetti, and Tony Martin.

"West Side Story" and Harold Arlen's "Jamaica" provided comparatively few singles, with the former show represented by Jill Corey and Vera Lynn sides, and the latter mainly by Lena Horne's RCA Victor platters. However, both shows were strong LP-wise, with several versions of "West Side Story" in circulation and at least seven LP versions of "Jamaica" on the market.

Broadway's newest hit "The Music Man" by Meredith Willson, has more than 12 singles out, plus a flock of LP's in the planning stage. (See the Billboard, December 23 issue.) Altho it's too early to be sure, none of the "Music Man" singles released to date has caused any stir sales-wise.

In addition to failing to score

(Continued on page 18)

Music From Soups to Nuts

CHICAGO — Background Music firms have developed programming of music to a highly specialized degree.

Muzak Corporation, for instance, has special music for everything from soup (it has a subscriber in the H. J. Heinz Company) to nuts (in the California Walnut Growers Association); from pre-cradle (New York Hospital labor rooms) to grave (Lawnhaven Memorial Gardens, San Angelo, Tex.).

Magna-Music's more specialized programs include religious devotional music recorded at St. Patrick's Cathedral; Christmas music and a reel entitled, "Music for Mortuaries," with pipe organ, symphony, carillon and vibraharp.

J. P. Seeburg has arranged and specially recorded background music in London, Paris, Rome, Brussels, Geneva and Vienna, as well as in Chicago and New York.

NEWS OF THE WEEK

Indies in Pop Chart Win for '57: 48 Labels, 207 Disks Make Grade . . .

Indie record firms accounted for 70 per cent of the pop singles that made the best selling charts during 1957. A recap of the Billboard charts further shows that 48 labels and 207 disks made the top circle during the year. Top singles artist was Elvis Presley while Columbia Records had the highest total of chart entries of any diskery, with 21. Rock and roll is still seen in a strong position which may likely lead to continued show of strength for indie labels in '58 . . . . Page 17

Stereo Tape, Disks Seen Just The Beginning of Sound Future . . .

Even with the advent of stereo tape and the expected arrival sooner or later of stereo disks, industry consensus is that the ultimate has not been reached. Stereo electronic seeing eye, card-scanning system of disk playing, do it yourself vending machines, cultural capsules all prognosticated for near, medium or remote future . . . . Page 18

Video Artists to Handle Backlog Of Republic Post-'48 Movies . . .

A new sales operation, Video Artists, has been formed to handle sale of Republic Pictures' backlog of post-1948 pictures in major markets. Some films in the package are as new as 1956 and 1957. Meanwhile, Republic faces a possible fight with talent unions on TV use payments . . . . Page 10

FCC Calls for Oral Testimony In Public Barrow Hearings . . .

Public hearings will be held on the Barrow network study report to learn what the TV industry thinks of its conclusions. The Federal Communications Commission wants "oral testimony" to help it evaluate the Barrow findings . . . . Page 2

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Big Push on For TV-Disks

NEW YORK—A flock of new TV-disk promotions are in the works this month, in spite of the fact that few video-sponsored platters made the best seller charts in 1957.

The Shirley Temple "Story Book Series," which was launched over NBC-TV Sunday (12), already has a Tony Bennett waxing out on the theme song of its first show "Beauty and the Beast," while Gogi Grant's new disk, "The Chinese Nightingale," is from a forthcoming film in the series, tagged "The Nightingale."

Meanwhile, Columbia Records last week released a single by Bing Crosby, featuring an original golfing tune, "Straight Down the Middle" which he warbled on his special 90-minute show, built around the Pebble Beach, Calif., Golf Tournament Sunday (12) afternoon. Also on TV's agenda are Sal Mineo in Cole Porter's musical version of "Aladdin" February 21, on CBS-TV, and Tab Hunter in "Silver Skates" February 9 on NBC-TV.

TELEVISION PROGRAMMING

ONLY ORAL TESTIMONY

FCC Calls Public Hearings On Barrow Network Study

WASHINGTON—The Federal Communications Commission has announced that it will hold public hearings on the Barrow Network Study report to learn what individuals and organizations in the industry think of the report's conclusions and recommendations.

The agency wants primarily "oral testimony" to help it evaluate the Barrow recommendations. These included a proposed amending and tightening of the chain broadcast rules, abolition of option time and making public net-affiliate contract terms and rates. The report also advised ending the nets' representing affiliates in national spot competition and legislating network regulation per se by the commission, which now only act against individual stations under its network rules.

With an eye on its bulging dockets, the FCC says that any written statements at this time will be accepted only if they point out "inaccuracies," if any, in the voluminous Barrow report data. Witnesses will be asked to focus on specified findings in the report. Hearings will begin March 3, and notice of appearance must be in the commission by January 31.

An Uproar

The FCC notice of public hearing Thursday (9) on the Barrow study is backgrounded by an uproar created recently when reports leaked out that the agency had queried nets and stations about alleged violations of chain broadcast rules. Further fuss was raised by leakage of a routine progress report made December 24 to the Senate Commerce Committee Chairman Magnuson.

Now made public, the FCC letter to Magnuson states that the agency hasn't had sufficient time to come to decisions on the parallel recommendations of the Commerce Committee (COX) report, and its own network study report. The FCC had, however, forwarded Barrow study material to the Department of Justice as suggested in the recommendations, where there was a question of antitrust violation in addition to possible violation of its network rules.

Principal complaints in the Barrow conclusions on alleged violations accused nets of influencing affiliates' program clearance and non-network rates, plus pressuring affiliates to equalize national spot and network spot rates. The report also complained of exclusivity violation, with powerful net affiliates in effect depriving other community stations of net programming.

Rate Competition

The report suggested that the whole matter of rate competition among the three networks themselves was grist for Justice Department investigation — a phase not covered by the chain rules. A somewhat free exchange of rate information for their affiliates, between ABC and the other two nets, was pointed out in the report to have possible price restraint factors.

Legal observers here point out that the Justice Department is already fully aware of the contents of the Barrow report, and has been busy with its own study of network programming and practices for the past three years. Victor Hansen, antitrust chief, told the Celler Antitrust Subcommittee in 1956 hearings:

"Each network fixes time rates charges . . . by all its affiliate stations for those time periods sold to network advertisers. Our preliminary investigation aims to get the facts in order to determine whether this constitutes illegal price fixing."

Observers on the hill expect that the FCC hearings will run into the same "hands off the networks" philosophy that baffled Senate Commerce Committee probers, when indie film programmers and net affiliates disclaimed any need for protection against the networks. Typical is the recent blast of network competitor and pioneer station spot representative Edward Petry, who shuddered over the "danger" to the industry should there be "government intervention in the control of rates."

Toni Selects 'Wingo' Game For Next Fall

NEW YORK—Toni last week purchased a new audience participation game, "Wingo," for nighttime use next season. The package, owned by Jan Murray, stresses the visual, and gives contestants a chance to win $250,000 four times during the show.

Toni may use the property to replace one of its current shows, but it will probably find a new time period for its new baby. All three networks are interested in the property. No emsee has been selected.

NIELSEN TALLY

Westerns Still Top Year's New Crop

NEW YORK—Western shows continue to take the top honors among the new crop of shows this season.

As a program type, they are attracting average audiences that are 43 per cent larger than the comparable figure for all new shows that bowed on the networks last fall, a special compilation for The Billboard by A. C. Nielsen reveals.

But, altho they are front-runners among new shows, the new Westerns take a back seat to the older Westerns on the air. The newcomers like "Have Gun Will Travel" and "Restless Gun" are scoring audience levels that are nearly 13 per cent lower than the level for all half-hour Westerns, with older successes like "Gunsmoke" pulling up the over-all Western average.

A comparable situation exists in other majority category breakdowns of the new half-hour shows versus all the shows of the same type, with the average new situation comedies and mystery-suspense programs trailing the over-all average that includes the older shows.

Specific Figs.

Here are the specific Nielsen figures:

Average for all new half-hour starters this season on the networks, in the first December report, is an 18.2 AA. The comparable figure for all half-hour network shows, both old and new, is a 21.4.

Situation-comedy entries this season averaged 20.2 in the report, as against 23.2 for all situation comedies. The new starters include shows like "Leave It to Beaver," "The Real McCoys," "Sally" and others.

Mystery and suspense newcomers also lagged behind the over-all average half-hour crime shows, with scores of 16.1 as against a 19.2. The new Westerns scored a 26.1 against an over-all 29.4.

WRCV-TV Buy Gets 'All Clear'

PHILADELPHIA — The "all clear" has sounded for RCA and NBC-TV in its acquisition of WRCV-TV many months ago. Last Friday, Federal Judge William H. Kirkpatrick dismissed the antitrust suit against the network and its parent, tossing out a charge of "unlawfully combining and conspiring to acquire TV stations."

Judge Kirkpatrick ruled that NBC's defense was valid. The network had defended its purchase by stating that everything had been okayed by the Federal Communications Commission on the WRCV-TV purchase, and any gripes should have been stated at the time, not later.

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ASK ABC EXECS TO FLY ALONE

MIAMI BEACH — Either the sick joke has reached new heights of popularity or ABC-TV affiliates are trying to discourage airline sponsor buys. The web affiliates completed annual business sessions here with an exec committee statement asking the ABC chiefs "to spread the risk in the future when mass movement of top ABC execs is planned. Please take separate planes. You mean too much to us."

Among the topics discussed at the closed conference were a postponement of colorcasting from September, 1958, announced date, program and sales plans for next season and acceleration of the co-op advertising and promotion schedules agreed upon by ABC and its stations at their special Chicago meeting last November.

'Texan' First for Bigger Desilu

HOLLYWOOD—Desilu's first major production deal since the Desi Arnaz-Lucille Ball purchase of RKO Studios was concluded last week with Rorick Productions for co-production of a new TV film series tagged "The Texan," starring Rory Calhoun. Calhoun is partner in Rorick Productions with Vic Orsatti, who will serve as producer.

The series will be scripted by Frank Gruber. Mort Briskin, author of the original story, will be associate producer. Production gets underway in mid-February.

CBS Weighs 'Too Young'

NEW YORK— CBS-TV and several of its sponsors are eying "Too Young to Go Steady" as a replacement. The situation comedy has been mentioned to take over for the Eve Arden show or "Dick and the Duchess."

A line of the show will be shot during this month. The show stars Don Ameche and Polly Rowles and features Tuesday Welles. It was created by Ronald Alexander.

'Lucy' Reruns All Gold Seal

NEW YORK—Gold Seal Wax will take over full sponsorship of reruns of "I Love Lucy," beginning March 5. Alternate sponsorship for four programs of the Wednesday 7:30-8 p.m. situation-comedy was purchased by Pillsbury, after Sheaffer Pen bowed out at the end of 1957.

Gold Seal, of course, has been alternate sponsor all during the current season.

PG&W Appoints 2 Asst. Sales Mgrs.

NEW YORK—Peters, Griffin & Woodward, Inc., last week realigned its TV department to appoint two new assistant sales managers, Charles R. Kinney, and Arthur E. Muth. They report directly to Mr. Griffin.

Two new men were hired as account executives to replace them. They are John R. Wright and Lewis C. Greist.

Chevy Happy About Boone

NEW YORK — Chevrolet has told ABC it's very happy with the Pat Boone stanzas and will stick with it next season. The singer is topping the new crop of music entries, scoring a 21.9 with a 33.8 share of audience in the first December Nielsen report to beat his dozen competitors. Rosemary Clooney placed second with 19.0 in the Nielsen tabulation.

Boone has been unnerving his Thursday 9-9:30 p.m. rivals, by his steady improvement in ratings and is really crowding "People's Choice" and "Climax!" the NBC-TV and CBS-TV competition.

Spring Spec For Exquisite

NEW YORK—Exquisite Form Bra last week bought a spring spectacular from the TV Artists Corporation, the newly formed Jack Bertell and Johnny Greenhut packaging operation.

The show will be presented April 18 in the 8:30-9:30 p.m. time slot on the NBC-TV web. It will be a musical revue emseed by Earl Wilson.

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BILLS JUST COMING

No Fuss Over Pay TV Hearings—Yet!

WASHINGTON—The pay TV hearings to be held by the House Commerce Committee this week week 14-17 have roused no frenzy of preparation among the subscription TV forces, largely because no specific anti-toll bill is to be considered at this time. Hearings are said to be for the purpose of "bringing the committee up to date on all aspects of pay-TV."

The expected spate of new anti-toll TV bills began on the opening day of Congress last Tuesday (7) with a bill by House Commerce Committee member John Beamer and two by Representatives Madden and Powell. Senator Langer introduced a bill Thursday (9) to outlaw both wired and broadcast pay TV. Already on the books are bills by Representative Celler and Senate Commerce Committee member Strom Thurmond.

Even without a specific bill under consideration, the intensely anti-toll committee chairman, Oren Harris, can exert strong pressure on the Federal Communications Commissioners during the first two days of hearings. Harris will quiz commissioners on whether they have acted in the public interest, as required by statute, in authorizing a trial for toll TV. The commissioners may also be grilled on the toll TV stand, among other matters by the Moulder Subcommittee on Legislative Oversight, which is expected to announce a hearing schedule in the near future.

Harris' Statement

The first announcement of the house toll hearings came when Harris said a TV news director, Mae Ward, KNOE-TV, Monroe, La., that he believed "there is no provision of law that would permit the commission to establish rules and regulations to control such procedures adequately and properly. Therefore, in my opinion, the principle of so-called pay TV would be against the best interests of the American public."

To this the network spokesmen and the National Association of Broadcasters' President Harold Fellows will undoubtedly respond with a hearty "amen," during their later appearance before the committee on January 21-22.

Toll TV proponents, including Zenith, Skiatron and Telemeter, scheduled to appear January 16-17, reportedly will argue that the FCC and the Senate Commerce Committee Chairman Magnuson are correct in saying that the public should have a chance to judge pay TV for themselves.

Harris is expected to counter this plea with his belief that "to permit pay-as-you-see TV would be a change in policy which the Congress should decide." Committee spokesmen say no study of wired toll TV is proposed for the hearings, but they expect the matter will get into the discussion.

Part of the Harris anti-toll ammunition will be a petition bearing some 20,000 signatures left with him by State Sen. Harold Ryan of Michigan. Ryan has made a six-day cross-country campaign against pay TV, with a cartoon-decorated house trailer and a loudspeaker attachment, in a crusade to warn the American public of "how a family would be deprived of TV viewing if pay TV were in effect."

Phillips-Jones All Out for TV

NEW YORK — Phillips-Jones Corporation tolds its stockholders last week that its late fall TV advertising for its Van Heusen shirts has been so successful that its putting all their dividend money into 1958 video sponsorship. Shareholders will receive stock instead.

The first Van Heusen buys is a weekly participation in "West Point Story" on ABC-TV, Tuesdays, 10-10.30 p.m. Van Heusen dropped alternate week full sponsorship of the same show last month. The management also reported to stockholders that some profits would be turned into inventory to meet the expected sales increases. Among its other buys was a participation in National Telefilm Associates Sunday afternoon Shirley Temple feature.

'Hotel Cosmo' May Be Shut

NEW YORK — Indications are that CBS-TV's "Hotel Cosmopolitan" is almost ready to close its doors. The 12-12:15 daytime strip has never developed the kind of audience interest expected.

The web's programming brass is considering as a substitute the lengthening of "Love of Life" to a half-hour strip. The program is in the 12:15-12:30 time period. Half-hour soap operas have done very well as a program type on CBS.

'McCoys' at ABC Gives Rivals Woes

NEW YORK—"The Real McCoys" has put ABC-TV in charge of the Thursday 8-30.9 p.m. slot, with "Climax!" and "Dragnet" cases doing some heavy thinking about [illegible] up their formats. "McCoys" has a 40.6 share of audience (Nielsen National first December report) against 14.4 for December, 1956, when ABC programmed Danny Thomas.

CBS is down from a 41.6 share to the latest 30.4 share for "Climax!" while NBC is down from 45.5 to 37.6 on "Dragnet." Both veterans succumbed to the new comedy series in its eighth week.

'Log' Rolled Up Half Hr.

NEW YORK — ABC-TV will move up its "Navy Log" from 10 p.m. to 9.30 p.m. Thursdays at the request of U. S. Rubber, which is sponsoring 35 of this season's telecasts.

The 10-10.30 p.m. slot is being peddled by the web with several [illegible] offered, including the [illegible] "Win a Million" and John Daly's "It's News to Me" [illegible]

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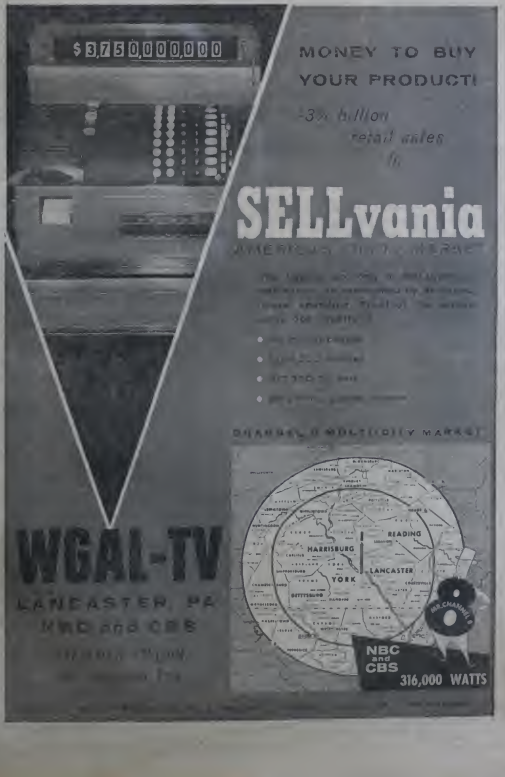

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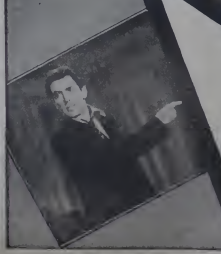

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NBC, CBS, ABC IN THAT JAN. ORDER

January Trendex Shows Nets' 'Standing In Prime Slots' Nip-and-Tuck Race

NEW YORK—January Trendex figures (based on last week's telecasts) show NBC-TV capturing 17 half-hours, CBS-TV taking 15 and ABC-TV 10 out of the 42 prime time slots. The December ratings gave CBS 19, NBC 14 and ABC nine evening periods. Ratings for second-best half-hours went to CBS 18, NBC 14 and ABC 10 times this month.

Problem nights shape up like this: CBS, Wednesdays, with "I've Got a Secret" the only winner; NBC, Fridays, with "Life of Riley" the only winner, and Sundays, with Loretta Young the one leader; ABC, Wednesdays, with "Disneyland" in trouble, and Mondays, with no winners. The single rating winner was the second half of the "Lucy-Desi Show" special, a CBS Friday entry which garnered a 39.7 with a 65.3 share of audience.

CBS isn't expected to decline further, having hit a bottom of 15 slots, all of which are considered safe periods. Many of the ABC-NBC ratings are so close, however, that significant changes in their totals could arise in coming months. "Broken Arrow" and "Zorro," as well as "Disneyland," lost to NBC by close margins, while "Club Oasis" and Steve Allen lost to ABC by similarly small numbers.

The trend continues toward tripart ownership of nights of the week. Sundays, once a CBS dominion, now splits evenly into pairs of time periods for the three webs. The strongest array CBS could muster on any one night was three half-hours out of six. ABC, which last January registered zero on three nights, has but a single blank evening this year. NBC now has no all-losing nights in the Trendex race, with a strong four-slot grip on Wednesdays.

'Scott' ABC Bow Strong

NEW YORK — "Scott Island" debuted on ABC-TV January 5 with its healthiest Trendex to date, 12.5 and a 20.0 share of audience. Its last rating on CBS-TV, under the title "Harbourmaster," was 7.1 with a 12.4 share.

Helping "Scott" improve in its new Sunday 8:30 p.m. berth was "Maverick," which racked up a 26.4 and a 44.6 share for the 7:30-8:30 p.m. slot. CBS-TV averaged a 16.2 and NBC-TV a 12.4 against the Western.

NBC Eyes 'Mind,' 'Haggis Baggis' as New Daytime Fare

NEW YORK — NBC-TV is considering two daytime shows. One of them is a half-hour strip titled "Peace of Mind," which features Lew Ayres and concerns itself with personal problems.

The other is a new Joe Cates quiz package titled "Haggis Baggis," a daytime version of the game of "Ghost." CBS-TV, incidentally, has a variation on "Ghost," which is titled "Lucky Dollar."

'Derby' Sweeps N. Y.

NEW YORK — "Roller Derby" swept this market in its debut January 5, scoring a 5.7 Trendex rating, with a 23.6 share of audience in the 2:30-4 p.m. time. The WABC-TV sports-comedy series has sold out half of its participations.

Schmid Joins NTA As Veep

NEW YORK — Robert A. Schmid last week joined National Telefilm Associates as its vice-president in charge of station relations for the NTA film network. He resigned as vice-president of the RKO Teleradio staff to accept his new post.

Schmid is a veteran broadcasting executive who spent many years as a member of the board of directors and vice-president of the Mutual Broadcasting System prior to its sale by RKO.

1957 Fine for Everything at NBC But Flu

NEW YORK—NBC wound up 1957 in a blaze of statistical glory, according to the firm's year-end report which lists a record high of 210 advertisers spending a dollar volume for time and program sales that is "almost 10 times greater than the network's sales level in 1950."

Other highlights of the year-end statement issued at the close of Robert W. Sarnoff's second reigning year as president:

• A total of 23 new nighttime shows bowed in between 7:30 and 11 p.m., EST, on NBC-TV, accounting for 56 per cent of the entire evening schedule. According to NBC, "five are now the No. 1 programs in their time periods. By contrast, NBC did not lead in any of these program periods last fall."

• In the nighttime field, NBC sold "over $100,000,000 worth of time and programming before the new 1957-'58 schedule went on the air." Also pacted, according to NBC, "Some $90,000,000 worth of time and programming in renewal business for evening programs."

Daylight Brisk

• NBC's video sales were brisk billings for weekday time and programming on NBC jumped by 38 per cent over the previous year," the network reports. And 20 of the nation's 25 top advertisers were on NBC-TV, with "particular sales progress" being scored with the auto industry with billings for the Big Three automakers passing the $37,000,000 mark.

Television station line-ups grew noticeably during the year, NBC reports. "The average sponsored evening program on NBC was carried on 131 stations as of October, compared to 118 in October 1956. By year's end, 21 advertisers had ordered line-ups of 160 stations or more. The gains were largely the result of a concerted drive by the stations sales unit," says NBC, with "virtually every evening NBC-TV sponsor" having signed up for NBC's Program Extension Plan.

Other NBC activities rolled along. Color programming was ex-

(Continued on page 11)

Chi Stations Move Toward Kids' Fare

Tricky Scheduling to Disguise These Big Audience Pullers for Sales' Sake

By BERNIE ASBELL

CHICAGO — Program changes on three out of four stations here show a decided trend toward kiddie fare, even tho these stations wince every time the term kiddie fare is mentioned. The reaction points up a paradox: Kid shows have more than proved themselves as powerful daytime audience-getters, but they're murder on the sales departments.

One way of getting around the problem is the trick about to be tried at WNBQ. In the 12-12:30 p.m. hole created by NBC's bouncing of "Tex and Jinx" from the net, the station is installing a kid opus. A personality has been signed, but details are still hush-hush because of problems in clearance of the title. To follow this show will be a local, budget-deflated version of "The Howard Miller Show." The Miller show was sawed off by the net because it failed to charm buyers in other cities or nationally, but it has proven nicely salable in Chicago, where Miller is a big name. So the thinking seems to be that a lunch-time kid show can help whip up an even bigger local audience to be inherited by Miller as the kids return to school after 12:30. And who knows? Even the kid show itself might sell, station execs speculate.

Signs Busse

Meanwhile, WBKB is out to attract fire with fire by signing a seven-year-old boy, Jamie Busse, to star in a kid frame called "Busse's World." WBBM-TV has already enjoyed a big local success with a child-star daily afternoon strip, "Susan's Show," a network version of which failed to sell and was recently folded. "Busse's World," to be seen Monday mornings only, 11:30 to 12, is billed as an educational feature and will blend reality and fantasy involving a character playing his mother; a Mr. Mailbox who brings letters from viewers; a Mr. Lion bringing news flashes from the animal kingdom, and a Mr. Stone, an old Roman statue who contributes data from history and geography.

This announcement is coupled with a revamping of WBKB's daily schedule showing a strong kiddie leaning. At 10 a.m., Terry Bennett, ventriloquist and puppeteer, launches a show called "The Jabblewocky Place," to feature skits with puppets and the station's library of Looney Tunes and Walter Lantz cartoons. Bennett, oddly, came to public light here as a madcap emsee of WBKB's "Shock" series on Saturday nights. Bennett is figured to inherit his tot audience from the high-rated "Princess Mary's Castle," still scheduled 9:30 to 10 a.m. Then the kids are temporarily snubbed for the 11 a.m. scheduling of Ann Sothern's "Susie." But at 11:30, they take over again with Busse on Mondays and with Laurel and Hardy comedies packaged as "Laugh Time" on Tuesday, Wednesday and Thursday. Fridays, the slot is turned over to reruns of Bishop Sheen.

Noon Programming

At 12, an incumbent show, "Here's Geraldine," stays on with live puppet presentations, followed by a return at 12:30 of kiddie comedies, one and two-reelers, emseed by jazzman Chubby Jackson. Abbott and Costello reruns take over at 1 p.m. until the air is finally surrendered back to adults for a new feature film series, "The First Show," at 1:30.

Much the same kind of shift is noted in a new Saturday morning line-up at WGN-TV which is now to go on the air an hour and a half earlier at 7:30 a.m. Roy Rogers movies will hold down the first hour, with Bugs Bunny cartoons taking over at 8:30 and the "Kartoon Klub" at 9. An Indian-type serial, "Brave Eagle," starts at 9:30; "My Little Margie" at 10, and at 10:30, a do-it-yourself show for young teen-agers, "The Club House," makes its bow. "Our Miss Brooks" at 11 complete the change. Previously, WGN's Saturday morning was occupied chiefly by religious programs and Western features.

KNXT in '57 Hits 27.5 Aud. Share; Tops Others 29%

LOS ANGELES—KNXT here finished the year with a 1957 average share of audience of 27.5 per cent, 29 per cent higher than its nearest competitor in this seven-station market, according to American Research Bureau.

The CBS-owned outlet credits much of its rating success to Ampex Video Tape, via which it has been scheduling its shows at convenient local times.

Honor Mort Watters

CINCINNATI—More than 100 civic leaders, radio and TV executives and members of the press gathered at the Hyde Park Country Club here Wednesday night (8) to pay tribute to Mort C. Watters on the occasion of his 20th anniversary as general manager of WCPO television and radio. Charles E. Scripps, chairman of the board of E. W. Scripps Company, which owns WCPO, served as toastmaster for the occasion.

CBS to Count 350 at Confab

NEW YORK—The fourth general conference of CBS-TV affiliates in Washington, Monday (13) and Tuesday (14), is expected to be attended at the Shoreham Hotel by about 350 network and station executives. The confab is expected to present progress reports, future plans of the various departments and the operations of the network.

Opening remarks will be by C. Howard Lane, vice-president and managing director of KOIN-TV, Portland, Ore., and chairman of the CBS-TV Affiliates Association and Merle Jones, president of CBS-TV.

Sponsors for 'Ranger' Shift

NEW YORK—The sponsorship picture on "The Lone Ranger" has been revamped, with General Mills switching from an alternate-week buy to weekly half-sponsorship.

The Cracker Jack Company has bought a one-minute participation, starting March 2, with the remaining spot open until May 25, when Joe Lowe for Popsicle takes it. The ABC-TV series is seen Sundays, 5:30-6 p.m.

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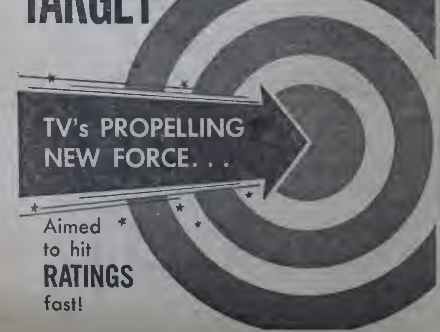

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Danny Thomas Gamble Pays

NEW YORK — The CBS-TV and General Foods gamble on Danny Thomas has more than paid off. Picked to fill the hot "I Love Lucy" spot after a declining career at ABC-TV, the comedian has come up with a 33.9 rating on the second November Nielsen, putting it No. 5 on an average audience basis and a 36.1 putting it No. 10 on a total audience basis. The first December Nielsen report gives the series a 35.8 AA and fourth place.

The comeback of the Thomas show defeated two obstacles, the strong opposition of NBC-TV's "Twenty-One" and the 1956 Nielsen figures which at best gave the program 98th place among all evening entries. In its favor was the Monday 9 p.m. viewing habit, which drew viewers to CBS automatically after seven years of "Lucy," and a greater number of station clearances.

WOULD YOU MARRY TOMMY MANVILLE?

Stopped you, didn't it?

Welcome to the club... the *Sound-Off* Club, that is...

It's KTTV's fresh, new variation of one of the most solid ideas in broadcasting ... the vox pop.

Following KTTV's popular "Star Shoppers," the show originates from a local supermarket, catching the ladies in their natural habitat — delivering spontaneous (and hilarious) answers.

There's none of that *where-are-you-from* stuff. Bill Welsh asks:

How do you handle a noisy drunk?

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How about unwed mothers who want their babies back after placing them for adoption?

Here's the show that gives you the time and place for plenty of on-the-spot promotion and merchandising.

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Any questions?

Call your KTTV sales rep and sound off...

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COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

By Sponsor Group

Adventure, Suspense, Western
News, Sports Misc. Shows

Computed by Univac and based on November TV audience measurements of AMERICAN RESEARCH BUREAU

This chart is the TV Industry's only guide to the monthly cost efficiency of Class A time network programs compared by program type and sponsor group and broken down by audience composition.

Each program's cost figures represent the sponsor's actual cost for reaching 1,000 TV homes, men, women or children per minute of commercial time. These figures result from dividing each show's net commissionable time and talent costs by its number of allocated commercial minutes and then by the total number of homes, men, women and children under 18 reached during the last rating period as determined by American Research Bureau. Actual time and talent costs provided to The Billboard on a confidential basis are average show costs over a 52-week period.

Since many factors other than cost efficiency are involved in determining the worth of any program to its sponsor, readers are urged to utilize this material as a guide rather than an absolute yardstick in assessing the relative value of programs.

ADVENTURE, SUSPENSE, WESTERN SHOWS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE

3-Net Avg., $3.68; ABC Avg., $4.13; CBS Avg., $3.49; NBC Avg., $3.23

1.	GUNSMOKE (Sperry-Rand, L&M, CBS)	$1.72
2.	WELLS FARGO (Amer. Tob., Gen. Motors, NBC)	1.87
3.	CLIMAX! (Chrysler, CBS)	2.01
4.	RESTLESS GUN (Warner, NBC)	2.11
5.	ALFRED HITCHCOCK (Brist.-Myers, CBS)	2.12
6.	LASSIE (Campbell, CBS)	2.16
7.	ZANE GREY (Gen. Foods, Ford, CBS)	2.30
8.	WYATT EARP (Gen. Mills, P & G, ABC)	2.47
9.	MEET McGRAW (P & G, NBC)	2.56
9.	CHEYENNE (Gen. Elec., ABC)	2.56
11.	MAVERICK (Kaiser, ABC)	2.71
12.	WAGON TRAIN (Drackett, Lewis-Howe, Ford, NBC)	2.82
13.	THE LINEUP (P & G, Brown & W'mson, CBS)	2.87
14.	ROBIN HOOD (J & J, Wildroot, CBS)	2.88
15.	BROKEN ARROW (Miles, Ralston, ABC)	2.95
18.	HAVE GUN, WILL TRAVEL (Amer. Home, Lever, CBS)	2.97
17.	SUGARFOOT (Amer. Chicle, Union Carbide, ABC)	3.13
18.	M SQUAD (Amer. Tob., Hazel Bishop, NBC)	3.17
19.	LONE RANGER (Gen. Mills, ABC)	3.22
19.	PERRY MASON (Union Carbide, Purex, Libbey, CBS)	3.22
21.	SUSPICION (Ford, Phil. Morris, NBC)	3.29
22.	TRACKDOWN (Amer. Tob., Gen. Petroleum, CBS)	3.38
23.	THE CALIFORNIANS (Singer, NBC)	3.41
24.	DRAGNET (L & M, Schick, NBC)	3.46
24.	SGT. PRESTON (Quaker, CBS)	3.46
26.	ZORRO (Seven Up, Gen. Motors, ABC)	3.49
27.	CIRCUS BOY (Kellogg, Mars, ABC)	3.50
28.	TEXAS RANGERS (Flav-R-Straws, Sweets, ABC)	3.66
29.	TOMBSTONE TERRITORY (Brist.-Myers, ABC)	3.69
30.	BOLD JOURNEY (Ralston, ABC)	3.74
31.	RIN TIN TIN (Nat'l Biscuit, ABC)	3.77
32.	JIM BOWIE (Amer. Chicle, ABC)	3.82
33.	THE THIN MAN (Colgate, NBC)	3.84
34.	COURT OF LAST RESORT (P. Lorillard, NBC)	4.30
33.	COLT .45 (Campbell, ABC)	4.58
36.	SABER OF LONDON (Sterling, NBC)	4.61
37.	HARBOUR MASTER (R. J. Reynolds, CBS)	4.71

COST PER 1,000 MEN PER COMMERCIAL MINUTE

3-Net Avg., $4.47; ABC Avg., $4.69; CBS Avg., $4.47; NBC Avg., $4.15

1.	GUNSMOKE (Sperry Rand, L & M, CBS)	$1.75
2.	WELLS FARGO (Amer. Tob., Gen. Motors, NBC)	2.08
3.	RESTLESS GUN (Warner, NBC)	2.33
4.	ALFRED HITCHCOCK (Brist.-Myers, CBS)	2.41
5.	MAVERICK (Kaiser, ABC)	2.43
6.	CLIMAX! (Chrysler, CBS)	2.66
7.	ZANE GREY (Gen. Foods, Ford, CBS)	2.73
8	WYATT EARP (Gen. Mills, P & G, ABC)	2.77
9	LASSIE (Campbell, CBS)	2.87
10.	MEET McGRAW (P & G, NBC)	2.95
11.	CHEYENNE (Gen. Elec., ABC)	2.97
12.	HAVE GUN, WILL TRAVEL (Amer. Home, Lever, CBS)	3.13
13	WAGON TRAIN (Drackett, Lewis-Howe, Ford, NBC)	3.18
14	SUGAR FOOT (Amer. Chicle, Union Carbide, ABC)	3.48
15.	PERRY MASON (Union Carbide, Purex, Libbey, CBS)	3.52
18.	TOMBSTONE TERRITORY (Brist.-Myers, ABC)	3.81
17.	M SQUAD (Amer. Tob., Hazel Bishop, NBC)	3.83
18	BROKEN ARROW (Miles, Ralston, ABC)	3.84
19.	ROBIN HOOD (J & J, Wildroot, CBS)	3.94
20.	THE LINEUP (P & G, Brown & W'mson, CBS)	4.18
21.	BOLD JOURNEY (Ralston, ABC)	4.20
22.	SUSPICION (Ford, Phil. Morris, NBC)	4.25
22.	THE CALIFORNIANS (Singer, NBC)	4.25
24.	TRACKDOWN (Amer. Tob., Gen. Petroleum, CBS)	4.36
25	DRAGNET (L & M, Schick, NBC)	4.40
26.	TEXAS RANGERS (Flav-R-Straws, Sweets, ABC)	4.48
27.	COLT .45 (Campbell, ABC)	4.81
28.	SGT. PRESTON (Quaker, CBS)	4.87
29.	THE THIN MAN (Colgate, NBC)	4.92
30.	LONE RANGER (Gen. Mills, ABC)	5.29
31.	JIM BOWIE (Amer. Chicle, ABC)	5.33
32.	ZORRO (Seven-Up, Gen. Motors, ABC)	5.46
33.	HIGH ADVENTURE (Gen. Motors, CBS)	5.52
34.	CIRCUS BOY (Kellogg, Mars, ABC)	5.54
35.	COURT OF LAST RESORT (P. Lorillard, NBC)	5.60

COST PER 1,000 WOMEN PER COMMERCIAL MINUTE

3-Net Avg., $4.10; ABC Avg., $4.77; CBS Avg., $3.59; NBC Avg., $3.30

1.	GUNSMOKE (Sperry Rand, L & M, CBS)	$1.58
2.	CLIMAX! (Chrysler, CBS)	1.81
3	ALFRED HITCHCOCK (Brist.-Myers, CBS)	1.87
4.	WELLS FARGO (Amer. Tob., Gen. Motors, NBC)	2.02
5	LASSIE (Campbell, CBS)	2.29
8.	RESTLESS GUN (Warner, NBC)	2.33
7.	ZANE GREY (Gen. Foods, Ford, CBS)	2.37
8	MEET McGRAW (P & G, NBC)	2.49
9	MAVERICK (Kaiser, ABC)	2.80
10.	THE LINEUP (P & G, Brown & W'mson, CBS)	2.81
11.	WAGON TRAIN (Drackett, Lewis Howe, Ford, NBC)	2.82
12.	WYATT EARP (Gen. Mills, P & G, ABC)	2.94
13.	HAVE GUN, WILL TRAVEL (Amer. Home, Lever, CBS)	2.96
14	PERRY MASON (Union Carbide, Purex, Libbey, CBS)	2.97
15.	CHEYENNE (Gen. Elec., ABC)	3.06
18	SUSPICION (Ford, Phil. Morris, NBC)	3.13
17.	M SQUAD (Amer. Tob., Hazel Bishop, NBC)	3.36
18	DRAGNET (L & M, Schick, NBC)	3.50
19	THE CALIFORNIANS (Singer, NBC)	3.53
20.	SUGARFOOT (Amer. Chicle, Union Carbide, ABC)	3.68
21.	TRACKDOWN (Amer. Tob., Gen. Petroleum, CBS)	3.83
22.	BROKEN ARROW (Miles, Ralston, ABC)	3.84
23.	BOLD JOURNEY (Ralston, ABC)	3.88
24	THE THIN MAN (Colgate, NBC)	3.92
25.	ROBIN HOOD (J & J, Wildroot, CBS)	4.08
26	COURT OF LAST RESORT (P. Lorillard, NBC)	4.10
27.	TOMBSTONE TERRITORY (Brist.-Myers, ABC)	4.39
28	SGT. PRESTON (Quaker, CBS)	4.42
29.	ZORRO (Seven-Up, Gen. Motors, ABC)	4.83
30.	SABER OF LONDON (Sterling, NBC)	5.05
31.	COLT .45 (Campbell, ABC)	5.07
32.	HIGH ADVENTURE (Gen. Motors, CBS)	5.08
33.	TEXAS RANGERS (Flav-R-Straws, Sweets, ABC)	5.34
34.	JIM BOWIE (Amer. Chicle, ABC)	5.53
35.	HARBOUR MASTER (R. J. Reynolds, CBS)	5.55
35.	WEST POINT (Carter, Phillips, ABC)	5.55

COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE

3-Net Avg., $4.34; ABC Avg., $5.43; CBS Avg., $4.30; NBC Avg., $7.94

1.	LASSIE (Campbell, CBS)	$1.48
2.	CIRCUS BOY (Kellogg, Mars, ABC)	2.31
3.	RIN TIN TIN (Nat. Biscuit, ABC)	2.45
4.	ZORRO (Seven Up, Gen. Motors, ABC)	2.46
3.	WELLS FARGO (Amer. Tob., Gen. Motors, NBC)	2.51
6.	WYATT EARP (Gen. Mills, P & G, ABC)	2.54
7.	CHEYENNE (Gen. Elec., ABC)	2.57
8.	ROBIN HOOD (J & J, Wildroot, CBS)	2.66
9.	RESTLESS GUN (Warner, NBC)	2.72
18.	GUNSMOKE (Sperry Rand, L & M, CBS)	2.95
11.	ZANE GREY (Gen. Foods, Ford, CBS)	3.10
12.	SUGARFOOT (Amer. Chicle, Union Carbide, ABC)	3.17
13.	MAVERICK (Kaiser, ABC)	3.19
14.	TEXAS RANGERS (Flav-R-Straws, Sweets, ABC)	3.22
15.	LONE RANGER (Gen. Mills, ABC)	3.28
16.	JIM BOWIE (Amer. Tob., Gen. Petroleum, CBS)	3.31
17.	TRACKDOWN (Amer. Tob., Gen. Petroleum, CBS)	3.33
18.	BROKEN ARROW (Miles, Ralston, ABC)	3.41
19.	WAGON TRAIN (Drackett, Lewis-Howe, Ford, NBC)	3.48
20.	SGT. PRESTON (Quaker, CBS)	3.62
21.	PERRY MASON (Union Carbide, Purex, Libbey, CBS)	3.78
22.	HAVE GUN, WILL TRAVEL (Amer. Home, Lever, CBS)	3.99
23.	TOMBSTONE TERRITORY (Brist. Myers, ABC)	5.00
24.	HARBOUR MASTER (R. J. Reynolds, CBS)	5.10
25.	CLIMAX (Chrysler, CBS)	5.87
26.	M SQUAD (Amer. Tob., Hazel Bishop, NBC)	5.99
27.	MEET McGRAW (P & G, NBC)	6.61
28	BOLD JOURNEY (Ralston, ABC)	6.78
29.	ALFRED HITCHCOCK (Brist. Myers, CBS)	7.04
30.	HIGH ADVENTURE (Gen. Motors, CBS)	7.18
31.	DRAGNET (L & M, Schick, NBC)	7.34
32.	THE LINEUP (P & G, Brown & W'mson, CBS)	7.66
33.	NAVY LOG (U. S. Rubber, ABC)	8.00
34.	THE THIN MAN (Colgate, NBC)	8.21
35.	COURT OF LAST RESORT (P. Lorillard, NBC)	8.40
36.	COLT .45 (Campbell, ABC)	8.78

NEWS, SPORTS AND MISCELLANEOUS SHOWS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE

3-Net Avg., $3.44; ABC Avg., $3.73; CBS Avg., $2.99; NBC Avg., $3.30

1.	D. EDWARDS NEWS (Amer. Home Prods., Brown & W'mson, Amer. Can, CBS)	$2.07
2.	WEDNES. NIGHT FIGHTS (Miles, Mennen, ABC)	3.20
3.	CAVAL. OF SPORTS (Papermate, Gillette, Toni, NBC)	2.36
4.	PERSON TO PERSON (Time, Amer. Oil, CBS)	2.38
5.	DISNEYLAND (Derby, Gen. Foods, Gen. Mills, Reynolds, ABC)	3.88
8.	YOU ASKED FOR IT (Best Foods, ABC)	3.15
7.	MIKE WALLACE (Phil. Morris, ABC)	3.70
8.	RED BARBER (State Farm, NBC)	4.04
9.	BOWLING STARS (Amer. Machine, ABC)	4.11
10.	TWENTIETH CENTURY (Prudential, CBS)	4.53
11.	JOHN DALY (Amer. Chicle, Outboard, ABC)	6.46

COST PER 1,000 MEN PER COMMERCIAL MINUTE

3-Net Avg., $2.10; ABC Avg., $2.94; CBS Avg., $2.42; NBC Avg., $3.18

1.	WEDNES. NIGHT FIGHTS (Miles, Mennen, ABC)	$2.18
3.	CAVAL. OF SPORTS (Papermate, Gillette, Toni, NBC)	2.29
3.	D. EDWARDS NEWS (Amer. Home Prods., Brown & W'mson, Amer. Can, CBS)	2.38
4.	YOU ASKED FOR IT (Best Foods, ABC)	3.20
5.	PERSON TO PERSON (Time, Amer. Oil, CBS)	3.21
8.	BOWLING STARS (Amer. Machine, ABC)	3.43
7.	RED BARBER (State Farm, NBC)	3.91
8.	DISNEYLAND (Derby, Gen. Foods, Gen. Mills, Reynolds, ABC)	4.30
9.	MIKE WALLACE (Phil. Morris, ABC)	4.54
10.	TWENTIETH CENTURY (Prudential, CBS)	4.70

COST PER 1,000 WOMEN PER COMMERCIAL MINUTE

3-Net Avg., $5.45; ABC Avg., $3.18; CBS Avg., $3.63; NBC Avg., $6.10

1.	PERSON TO PERSON (Time, Amer. Oil, CBS)	$2.26
2.	D. EDWARDS NEWS (Amer. Home Prods, Brown & W'mson, Amer. Can, CBS)	2.55
3.	YOU ASKED FOR IT (Best Foods, ABC)	3.20
4	MIKE WALLACE (Phil. Morris, ABC)	3.53
5.	CAVAL. OF SPORTS (Papermate, Gillette, Toni, NBC)	3.91
8.	DISNEYLAND (Derby, Gen. Foods, Gen. Mills, Reynolds, ABC)	3.94
7.	WEDNES. NIGHT FIGHTS (Miles, Mennen, ABC)	4.03
8.	BOWLING STARS (Amer. Machine, ABC)	4.18
9	TWENTIETH CENTURY (Prudential, CBS)	6.07
10.	RED BARBER (State Farm, NBC)	6.44

COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE

3-Net Avg., $13.33; ABC Avg., $13.02; CBS Avg., $10.00; NBC Avg., $19.20

1.	DISNEYLAND (Derby, Gen. Foods, Gen. Mills, Reynolds, ABC)	$1.75
2.	YOU ASKED FOR IT (Best Foods, ABC)	5.68
3.	TWENTIETH CENTURY (Prudential, CBS)	8.49
4.	D. EDWARDS NEWS (Amer. Home Prods., Brown & W'mson, Amer. Can, CBS)	8.28
3.	BOWLING STARS (Amer. Machine, ABC)	8.59
6	WEDNES. NIGHT FIGHTS (Miles, Mennen, ABC)	14.53
7.	PERSON TO PERSON (Time, Amer. Oil, CBS)	15.28
8.	CAVAL. OF SPORTS (Papermate, Gillette, Toni, NBC)	18.65
9.	RED BARBER (State Farm, NBC)	21.90
10.	MIKE WALLACE (Phil. Morris, ABC)	47.74

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COMING COST PER THOUSAND ANALYSES: Jan. 28: The Top Hundred for November

The Billboard Continuing

COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

By Sponsor Groups

Food & Beverage
Drug & Remedy
Automotive & Accessory

Computed by Univac and based on November TV audience measurements of AMERICAN RESEARCH BUREAU

This chart is the TV industry's only guide to the monthly cost efficiency of Class A time network programs compared by program type and sponsor group and broken down by audience composition.

Each program's cost figures represent the sponsor's actual cost for reaching 1,000 TV homes, men, women or children per minute of commercial time. These figures result from dividing each show's net commissionable time and talent costs by its number of allocated commercial minutes and then by the total number of homes, men, women and children under 2A reached during the last rating period as determined by American Research Bureau. Actual time and talent costs provided to The Billboard on a confidential basis are average show costs over a 52-week period.

Since many factors other than cost efficiency are involved in determining the worth of any program to its sponsor, readers are urged to utilize this material as a guide rather than an absolute yardstick in assessing the relative value of programs.

FOOD & BEVERAGE SPONSORS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE

3-Net Avg., $3.60; ABC Avg., $3.66; CBS Avg., $3.45; NBC Avg., $3.90

1.	CAMPBELL (Lassie, CBS)	$2.16
2.	GEN. FOODS (Zane Grey, CBS)	2.30
3.	GEN. MILLS (Wyatt Earp, ABC)	2.47
4.	KELLOGG (Name That Tune, CBS)	2.54
5.	GEN. FOODS (Danny Thomas, CBS)	2.72
6.	AMER. DAIRY (Perry Como, NBC)	2.77
7.	PET MILK (Red Skelton, CBS)	2.87
8.	DERBY, GEN. FOODS, GEN. MILLS, (Disneyland, ABC)	2.88
9.	RALSTON (Broken Arrow, ABC)	2.95
9.	NATL. DAIRY (Kraft Theater, NBC)	2.95
11.	NESTLE (Oh, Susanna, CBS)	3.13
11.	AMER. CHICLE (Sugarfoot, ABC)	3.13
12.	SCHLITZ (Schlitz Play, CBS)	3.14
14.	BEST FOODS (You Asked for It, ABC)	3.12
15.	CARNATION, GEN. MILLS (Burns & Allen, CBS)	3.17
16.	GEN. MILLS (Lone Ranger, ABC)	3.22
17.	QUAKER (Sgt. Preston, CBS)	3.46
18.	SEVEN-UP (Zorro, ABC)	3.49
19.	KELLOGG, MARS (Circus Boy, ABC)	3.50
20.	LEVER (Godfrey's Scouts, CBS)	2.55
21.	GEN. FOODS (Dec. Bride, CBS)	3.63
22.	PILLSBURY, KELLOGG (The Big Record, CBS)	3.64
23.	FLAV-R-STRAWS, SWEETS CO. (Texas Rangers, ABC)	3.66
24.	RALSTON (Bold Journey, ABC)	3.74
25.	NATL. BISCUIT (Rin Tin Tin, ABC)	3.77
26.	AMER. CHICLE (Jim Bowie, ABC)	3.82
27.	BORDEN, AMER. HOME (People's Choice, NBC)	4.28
28.	LEVER (Rosemary Clooney, NBC)	4.52
29.	CAMPBELL (Colt .45, ABC)	4.58
30.	QUAKER (Jane Wyman, NBC)	4.98

COST PER 1,000 MEN PER COMMERCIAL MINUTE

3-Net Avg., $4.79; ABC Avg., $4.20; CBS Avg., $5.26; NBC Avg., $5.12

1.	GEN. FOODS (Zane Grey, CBS)	$[illegible].72
2.	GEN. MILLS (Wyatt Earp, ABC)	[illegible].77
3.	CAMPBELL (Lassie, CBS)	2.87
4.	AMER. DAIRY (Perry Como, NBC)	2.98
5.	PET MILK (Red Skelton, CBS)	3.19
6.	BEST FOODS (You Asked for It, ABC)	3.20
7.	KELLOGG (Name That Tune, CBS)	3.28
8.	AMER. CHICLE (Sugarfoot, ABC)	3.45
9.	NATL. DAIRY (Kraft Theater, NBC)	3.74
10.	RALSTON (Broken Arrow, ABC)	2.84
11.	GEN. FOODS (Danny Thomas, CBS)	3.98
12.	NESTLE (Oh, Susanna, CBS)	4.10
13.	RALSTON (Bold Journey, ABC)	4.20
14.	DERBY, GEN. FOODS, GEN. MILLS (Disneyland, ABC)	4.30
14.	SCHLITZ (Schlitz Play, CBS)	4.30
16.	FLAV-R-STRAWS, SWEETS CO. (Texas Rangers, ABC)	4.48
17.	CARNATION, GEN. MILLS (Burns & Allen, CBS)	4.64
18.	CAMPBELL (Colt .45, ABC)	4.81
19.	QUAKER (Sgt. Preston, CBS)	6.87
20.	GEN. FOODS (Dec. Bride, CBS)	2.01
21.	GEN. MILLS (Lone Ranger, ABC)	2.29
22.	PILLSBURY, KELLOGG (The Big Record, CBS)	5.33
22.	AMER. CHICLE (Jim Bowie, ABC)	3.33
24.	SEVEN-UP (Zorro, ABC)	2.46
25.	LEVER (Godfrey's Scouts, CBS)	5.52
26.	KELLOGG, MARS (Circus Boy, ABC)	5.54
27.	BORDEN, AMER. HOME (People's Choice, NBC)	2.99
28.	LEVER (Rosemary Clooney, NBC)	8.37
29.	QUAKER (Jane Wyman, NBC)	6.90
30.	NATL. BISCUIT (Rin Tin Tin, ABC)	7.11

COST PER 1,000 WOMEN PER COMMERCIAL MINUTE

3-Net Avg., $3.97; ABC Avg., $4.35; CBS Avg., $3.67; NBC Avg., $3.76

1.	CAMPBELL (Lassie, CBS)	$2.29
2.	AMER. DAIRY (Perry Como, NBC)	2.34
3.	GEN. FOODS (Zane Grey, CBS)	2.37
4.	KELLOGG (Name That Tune, CBS)	2.38
5.	GEN. FOODS (Danny Thomas, CBS)	2.59
6.	PET MILK (Red Skelton, CBS)	2.70
7.	NATL. DAIRY (Kraft Theater, NBC)	2.73
8.	SCHLITZ (Schlitz Play, CBS)	2.92
9.	GEN. MILLS (Wyatt Earp, ABC)	2.94
10.	NESTLE (Oh, Susanna, CBS)	2.96
11.	LEVER (Godfrey's Scouts, CBS)	3.08
12.	CARNATION, GEN. MILLS (Burns & Allen, CBS)	3.09
13.	PILLSBURY, KELLOGG (The Big Record, CBS)	3.19
14.	BEST FOODS (You Asked for It, ABC)	3.20
14.	GEN. FOODS (Dec. Bride, CBS)	3.34
16.	AMER. CHICLE (Sugarfoot, ABC)	3.68
17.	RALSTON (Broken Arrow, ABC)	2.84
18.	RALSTON (Bold Journey, ABC)	3.88
19.	DERBY, GEN. FOODS, GEN. MILLS (Disneyland, ABC)	3.94
20.	BORDEN, AMER. HOME (People's Choice, NBC)	4.19
21.	QUAKER (Sgt. Preston, CBS)	4.42
22.	LEVER (Rosemary Clooney, NBC)	4.65
23.	SEVEN-UP (Zorro, ABC)	4.83
24.	QUAKER (Jane Wyman, NBC)	4.91
25.	CAMPBELL (Colt .45, ABC)	2.07
26.	FLAV-R-STRAWS, SWEETS CO. (Texas Rangers, ABC)	2.34
27.	AMER. CHICLE (Jim Bowie, ABC)	5.53
28.	KELLOGG, MARS (Circus Boy, ABC)	3.79
29.	GEN. MILLS (Lone Ranger, ABC)	6.40
30.	NATL. BISCUIT (Rin Tin Tin, ABC)	8.47

COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE

3-Net Avg., $6.25; ABC Avg., $3.81; CBS Avg., $5.97; NBC Avg., $14.73

1.	CAMPBELL (Lassie, CBS)	$1.49
2.	DERBY, GEN. FOODS, GEN. MILLS (Disneyland, ABC)	1.73
3.	KELLOGG, MARS (Circus Boy, ABC)	2.31
4.	NATL. BISCUIT (Rin Tin Tin, ABC)	2.45
5.	SEVEN-UP (Zorro, ABC)	2.46
6.	GEN. MILLS (Wyatt Earp, ABC)	2.54
7.	NESTLE (Oh, Susanna, CBS)	2.81
8.	GEN. FOODS (Zane Grey, CBS)	2.10
9.	AMER. CHICLE (Sugarfoot, ABC)	2.17
10.	FLAVOR-R-STRAWS, SWEETS CO. (Texas Rangers, ABC)	2.22
11.	GEN. MILLS (Lone Ranger, ABC)	2.26
12.	AMER. CHICLE (Jim Bowie, ABC)	3.21
13.	RALSTON (Broken Arrow, ABC)	2.41
14.	QUAKER (Sgt. Preston, CBS)	3.62
15.	GEN. FOODS (Danny Thomas, CBS)	3.81
16.	AMER. DAIRY (Perry Como, NBC)	3.94
17.	KELLOGG (Name That Tune, CBS)	4.37
18.	CARNATION, GEN. MILLS (Burns & Allen, CBS)	5.56
19.	BEST FOODS (You Asked for It, ABC)	5.68
21.	RALSTON (Bold Journey, ABC)	6.76
21.	PILLSBURY, KELLOGG (The Big Record, CBS)	7.99
22.	GEN. FOODS (Dec. Bride, CBS)	8.03
22.	BORDEN, AMER. HOME (People's Choice, NBC)	8.03
24.	PET MILK (Red Skelton, CBS)	8.29
25.	LEVER (Eve Arden, CBS)	8.31
26.	LEVER (Godfrey's Scouts, CBS)	8.43
27.	MOGEN DAVID (Dick & the Duchess, CBS)	8.57
28.	CAMPBELL (Colt .45, ABC)	8.76

DRUG & REMEDY SPONSORS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE

3-Net Avg., $3.29; ABC Avg., $3.92; CBS Avg., $2.56; NBC Avg., $3.30

1.	AMER. HOME PRODS. (D. Edwards News, CBS)	$2.97
2.	WARNER (Restless Gun, NBC)	2.11
3.	BRIST.-MYERS (Alfred Hitchcock, CBS)	2.12
4.	MILES (Wednes. Night Fights, ABC)	2.20
5.	PHARMACEUTICALS (Twenty-One, NBC)	2.31
6.	PHARMACEUTICALS (To Tell the Truth, CBS)	2.42
7.	AMER. HOME PRODS. (Name That Tune, CBS)	2.54
8.	LEWIS-HOWE (Wagon Train, NBC)	2.82
9.	J & J (Robin Hood, CBS)	2.98
10.	MILES (Broken Arrow, ABC)	2.93
10.	BRIST.-MYERS (Playhouse 90, CBS)	2.95
11.	AMER. HOME (Have Gun, Will Travel, CBS)	2.97
11.	PHARMACRAFT (Steve Allen, NBC)	2.97
12.	CHESEBROUGH (Bob Cummings, NBC)	3.10
13.	AMER. CHICLE (Sugarfoot, ABC)	2.12
14.	BRIST.-MYERS (Tombstone Territory, ABC)	3.09
18.	AMER. CHICLE (Jim Bowie, ABC)	2.82
16.	WARNER (Tic Tac Dough, NBC)	4.31
17.	STERLING (Saber of London, NBC)	4.61

COST PER 1,000 MEN PER COMMERCIAL MINUTE

3-Net Avg., $2.72; ABC Avg., $3.60; CBS Avg., $1.22; NBC Avg., $4.28

1.	MILES (Wednes. Night Fights, ABC)	$2.18
2.	WARNER (Restless Gun, NBC)	2.33
3.	AMER. HOME PRODS. (D. Edwards, News, CBS)	2.38
4.	BRIST.-MYERS (Alfred Hitchcock, CBS)	2.41
5.	PHARMACEUTICALS (Twenty-One, NBC)	2.72
6.	PHARMACRAFT (Steve Allen, NBC)	2.96
7.	AMER. HOME (Have Gun, Will Travel, CBS)	2.18
8.	LEWIS-HOWE (Wagon Train, NBC)	3.16
9.	PHARMACEUTICALS (To Tell the Truth, CBS)	3.19
10.	AMER. HOME PRODS (Name That Tune, CBS)	3.22
11.	AMER. CHICLE (Sugarfoot, NBC)	3.46
12.	BRIST.-MYERS (Tombstone Territory, ABC)	3.81
13.	MILES (Broken Arrow, ABC)	3.84
14.	J & J (Robin Hood, CBS)	3.94
15.	BRIST.-MYERS (Playhouse 90, CBS)	4.11
16.	CHESEBROUGH (Bob Cummings, NBC)	4.18
17.	AMER. CHICLE (Jim Bowie, ABC)	5.33
18.	WARNER (Tic Tac Dough, NBC)	5.65

COST PER 1,000 WOMEN PER COMMERCIAL MINUTE

3-Net Avg., $3.26; ABC Avg., $3.86; CBS Avg., $2.66; NBC Avg., $3.26

1.	BRIST.-MYERS (Alfred Hitchcock, CBS)	$1.87
2.	PHARMACEUTICALS (Twenty-One, NBC)	2.02
3.	PHARMACEUTICALS (To Tell the Truth, CBS)	2.17
4.	WARNER (Restless Gun, NBC)	2.33
5.	AMER. HOME PRODS. (Name That Tune, CBS)	2.38
6.	PHARMACRAFT (Steve Allen, NBC)	2.44
7.	AMER. HOME PRODS. (D. Edwards, CBS)	2.55
8.	BRIST.-MYERS (Playhouse 90, CBS)	2.59
9.	LEWIS-HOWE (Wagon Train, NBC)	2.82
10.	CHESEBROUGH (Bob Cummings, NBC)	2.86
11.	AMER. HOME (Have Gun, Will Travel, CBS)	2.96
12.	AMER. CHICLE (Sugarfoot, ABC)	3.68
12.	MILES (Broken Arrow, ABC)	3.84
14.	MILES (Wednes. Night Fights, ABC)	4.02
12.	J & J (Robin Hood, CBS)	6.08
16.	WARNER (Tic Tac Dough, NBC)	4.21
17.	BRIST.-MYERS (Tombstone Territory, ABC)	4.39
18.	PHARMACEUTICALS (What's It For? NBC)	4.54

COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE

3-Net Avg., $7.25; ABC Avg., $6.27; CBS Avg., $7.74; NBC Avg., $7.60

1.	J & J (Robin Hood, CBS)	$2.66
2.	WARNER (Restless Gun, NBC)	2.72
3.	AMER. CHICLE (Sugarfoot, ABC)	3.17
4.	AMER. CHICLE (Jim Bowie, ABC)	3.31
5.	MILES (Broken Arrow, ABC)	3.41
6.	LEWIS-HOWE (Wagon Train, NBC)	2.48
7.	PHARMACRAFT (Steve Allen, NBC)	3.62
8.	AMER. HOME (Have Gun, Will Travel, CBS)	3.91
9.	AMER. HOME PRODS. (Name That Tune, CBS)	4.37
10.	BRIST.-MYERS (Tombstone Territory, ABC)	2.00
11.	PHARMACEUTICALS (To Tell the Truth, CBS)	6.79
12.	BRIST.-MYERS (Alfred Hitchcock, CBS)	7.04
12.	CHESEBROUGH (Bob Cummings, NBC)	7.23
14.	AMER. HOME PRODS. (D. Edwards, CBS)	8.36
13.	PHARMACEUTICALS (Twenty-One, NBC)	9.41
16.	STERLING (Saber of London, NBC)	9.48
17.	WARNER (Tic Tac Dough, NBC)	11.00
18.	MILES (Wednes. Night Fights, ABC)	14.33

AUTOMOTIVE & ACCESSORY SPONSORS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE

3-Net Avg., $3.40; ABC Avg., $4.00; CBS Avg., $3.53; NBC Avg., $3.18

1.	DODGE (L. Welk, ABC)	$1.25
2.	DODGE (Welk's Top Tunes, ABC)	1.81
3.	GEN. MOTORS (Wells Fargo, NBC)	1.87
4.	CHRYSLER (Climax!, CBS)	2.01
5.	CHRYSLER (You Bet Your Life, NBC)	2.24
6.	LIN.-MERCURY (Ed Sullivan, CBS)	2.25
7.	FORD (Zane Grey, CBS)	2.30
8.	AMER. OIL (Person to Person, CBS)	[illegible]
9.	FORD (Ernie Ford, NBC)	2.41
10.	KAISER (Maverick, ABC)	2.71
	FORD (Wagon Train, NBC)	2.82
12.	UNION CARBIDE (Sugarfoot, ABC)	3.12
12.	UNION CARBIDE (Perry Mason, CBS)	3.22
13.	LIBBEY (Perry Mason, CBS)	2.22
15.	FORD (Suspicion, NBC)	2.29
16.	GEN. PETROLEUM (Trackdown, CBS)	2.38
17.	GEN. MOTORS (Zorro, ABC)	3.49
18.	GEN. MOTORS (The Big Record, CBS)	2.64
19.	GEN. MOTORS (Pat Boone, ABC)	2.84
20.	FORD (Lucille Ball-Desi Arnaz, CBS)	2.90
21.	GEN. MOTORS (Chevy Show, NBC)	3.96
22.	GOODYEAR (Goodyear Theater, NBC)	4.01
23.	GEN. MOTORS (50th Anniversary, NBC)	4.43
24.	CHRYSLER (Date With Angels, ABC)	8.03
25.	GEN. MOTORS (High Adventure, CBS)	5.13
26.	U. S. RUBBER (Navy Log, ABC)	8.21

COST PER 1,000 MEN PER COMMERCIAL MINUTE

3-Net Avg., $4.30; ABC Avg., $5.20; CBS Avg., $3.80; NBC Avg., $3.59

1.	DODGE (L. Welk, ABC)	$1.18
2.	DODGE (Welk's Top Tunes, ABC)	1.92
3.	GEN. MOTORS (Wells Fargo, NBC)	2.08
4.	LIN.-MERCURY (Ed Sullivan, CBS)	2.43
4.	KAISER (Maverick, ABC)	2.43
6.	CHRYSLER (Climax!, CBS)	2.66
7.	CHRYSLER (You Bet Your Life, NBC)	2.70
8.	FORD (Zane Grey, CBS)	2.72
9.	FORD (Ernie Ford, NBC)	2.97
10.	FORD (Wagon Train, NBC)	2.16
11.	AMER. OIL (Person to Person, CBS)	2.21
12.	UNION CARBIDE (Sugarfoot, ABC)	2.46
13.	UNION CARBIDE (Perry Mason, CBS)	3.52
12.	LIBBEY (Perry Mason, CBS)	2.52
12.	FORD (Suspicion, NBC)	4.25
16.	GEN. PETROLEUM (Trackdown, CBS)	4.36
17.	GEN. MOTORS (Chevy Show, NBC)	4.38
18.	GEN. MOTORS (50th Anniversary, NBC)	4.43
19.	GOODYEAR (Goodyear Theater, NBC)	4.73
20.	FORD (L. Ball-D. Arnaz, CBS)	4.78
21.	GEN. MOTORS (Pat Boone, ABC)	4.92
22.	GEN. MOTORS (The Big Record, CBS)	5.31
23.	GEN. MOTORS (Zorro, ABC)	8.46
24.	GEN. MOTORS (High Adventure, CBS)	8.92
26.	U. S. RUBBER (Navy Log, ABC)	6.06

COST PER 1,000 WOMEN PER COMMERCIAL MINUTE

3-Net Avg., $3.41; ABC Avg., $4.34; CBS Avg., $2.96; NBC Avg., $2.88

1.	DODGE (L. Welk, ABC)	[illegible]
2.	DODGE (Welk's Top Tunes, ABC)	1.43
3.	CHRYSLER (Climax!, CBS)	1.81
4.	LIN.-MERCURY (Ed Sullivan, CBS)	1.88
5.	CHRYSLER (You Bet Your Life, NBC)	1.94
6.	GEN. MOTORS (Wells Fargo, NBC)	2.02
7.	FORD (Ernie Ford, NBC)	2.21
8.	AMER. OIL (Person to Person, CBS)	2.28
9.	FORD (Zane Grey, CBS)	2.37
10.	KAISER (Maverick, ABC)	2.80
11.	FORD (Wagon Train, NBC)	2.82
12.	UNION CARBIDE (Perry Mason, CBS)	2.97
12.	LIBBEY (Perry Mason, CBS)	2.97
14.	FORD (Suspicion, NBC)	3.12
15.	GEN. MOTORS (The Big Record, CBS)	2.19
16.	FORD (L. Ball-D. Arnaz, CBS)	3.25
17.	GEN. MOTORS (Chevy Show, NBC)	8.36
18.	GEN. MOTORS (Pat Boone, ABC)	2.64
19.	UNION CARBIDE (Sugarfoot, ABC)	2.68
20.	GEN. MOTORS (50th Anniversary, NBC)	2.69
21.	GEN. PETROLEUM (Trackdown, CBS)	2.83
22.	GOODYEAR (Goodyear Theater, NBC)	3.88
23.	CHRYSLER (Date With Angels, ABC)	4.48
24.	GEN. MOTORS (Zorro, ABC)	4.83
25.	GEN. MOTORS (High Adventure, CBS)	2.08
26.	U. S. RUBBER (Navy Log, ABC)	6.40

COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE

3-Net Avg., $8.07; ABC Avg., $9.98; CBS Avg., $6.37; NBC Avg., $15.64

1.	GEN. MOTORS (Zorro, ABC)	$2.46
2.	GEN. MOTORS (Wells Fargo, NBC)	2.51
3.	DODGE (L. Welk, ABC)	2.82
4.	FORD (Zane Grey, CBS)	2.10
5.	UNION CARBIDE (Sugarfoot, ABC)	3.17
6.	KAISER (Maverick, ABC)	3.19
7.	GEN. PETROLEUM (Trackdown, CBS)	2.33
8.	FORD (Wagon Train, NBC)	3.48
9.	LIN. MERCURY (Ed Sullivan, CBS)	3.76
9.	UNION CARBIDE (Perry Mason, CBS)	3.76
9.	LIBBEY (Perry Mason, CBS)	3.76
12.	CHRYSLER (Climax!, CBS)	2.67
13.	FORD (Ernie Ford, NBC)	2.77
14.	GEN. MOTORS (Pat Boone, ABC)	6.30
15.	CHRYSLER (Date With Angels, ABC)	6.57
16.	DODGE (Welk's Top Tunes, ABC)	6.64
17.	CHRYSLER (You Bet Your Life, NBC)	6.95
18.	GEN. MOTORS (High Adventure, CBS)	7.18
19.	FORD (L. Ball-D. Arnaz, CBS)	7.28
20.	GEN. MOTORS (The Big Record, CBS)	7.99
21.	U. S. RUBBER (Navy Log, ABC)	8.00
22.	GEN. MOTORS (Chevy Show, NBC)	9.29
23.	GEN. MOTORS (50th Anniversary, NBC)	14.79
24.	AMER. OIL (Person to Person, CBS)	15.26
23.	FORD (Suspicion, NBC)	20.76

TV Successful In Selling Hub Roller Skating

BOSTON—Television has been successful in selling roller skating to the Greater Boston public to such a degree that a one-station test on WNAC-TV will be extended to a 10-station New England coverage.

The test was run for three months by Raoul Bernier, operator of the Bal-a-Rone skating rink in suburban Medford with station breaks and one-minute commercials. It has proved so successful in promoting attendance at the rink, that it will be tried out in New England on WNAC-TV and nine other New England stations.

The Roller Skating Rink Owners of America plan to test out the same system as Bernier used, and if it works out, they will use the medium on a nation-wide basis. The slogan pushed was "Anyone Who Can Walk Can Skate."

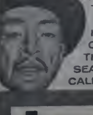
CHANSATIONAL!
NEW CHARLIE CHAN CAPTIVATES LOS ANGELES!

SMASH RATINGS all over the country! NEW CHARLIE CHAN improves ratings, betters time periods everywhere!

In Los Angeles, on KRCA it has improved the Saturday night 7:00-7:30 time period by more than 92%, with a 22.1% share of audience in this 7 station market. (Pulse 11/57).

George Burke of KRCA states, unsolicited, "Needn't tell you how well the program is progressing. Clients most happy with It."

Captures the big share of audiences in Chicago, Atlanta, Philadelphia, Baltimore, Columbus, Detroit, New Orleans, Pittsburgh, Dallas-Ft. Worth and in key market after market!



FOR THE TV HIT OF THE SEASON, CALL

tpa

TELEVISION PROGRAMS OF AMERICA, INC.
488 MADISON • N.Y. 22 • PLaza 5-2100

SEVEN FIGURE GUARANTEE

New VAI to Handle Station Sales on Republic Backlog

NEW YORK — The Republic Pictures backlog of post-1948 movies—including 140 features, 65 Westerns and 15 serials—is about to be launched in station sales by a new organization, Video Artists, Inc.

Republic's President Herbert J. Yates has agreed on a deal, effective today (13) in which the picture firm will be guaranteed a seven-figure sum by VAI against sales of the package to outlets in more than 20 markets.

In the new organization, Sig Shore, a veteran of many telefilm deals, will function as general manager, and onetime Metro exec Pete Jaeger will be national sales manager. The formation of VAI is being backed by Wall Street financial circles, altho its formation is actually the brainchild of a group of NBC-TV executives and Republic is virtually its parent.

Video Artists will concentrate initially on pushing the big package in less than two dozen markets, with Republic's older film offshoot, Hollywood Television Service, doing the mop-up in the remainder. The VAI markets are all large ones and include virtually all of the "cream" revenue situations in selling feature films. However, if VAI moves the product rapidly, it may be turned loose in the other markets as well.

Not Ohio Firm

Republic is also expected to be handling the prints and general service, with VAI concentrating on making sales deals. Video Artists, incidentally is not the same concern that produces TV commercials in Ohio, altho the name is identical.

The deal which triggered off the formation of Video Artists, reported issues ago by The Billboard, is the sale in which all of the NBC-TV owned-and-operated stations, with the exception of Chicago, have signed a long-term contract for the package. This sale, however, was made directly between Republic and NBC, but it opened Republic's eyes to the TV film opportunities of its package and provided pricing and operating formulas.

Contracts by Video Artists for the post-1948 films are expected to insure purchasers against any possible suits raised by the talent unions, with whom Republic has so far refused to negotiate a TV payment for the pictures. Republic will then be actually backstopping this arrangement thru Video Artists.

The films in the package range all the way from "AA" product to low-price quickies, but all are contemporary with some bearing 1957 labels. In the feature bracket, they include "The Quiet Man" and "Sands of Iwo Jima" (both John Wayne starrers), "Hoodlum Empire," "The Red Pony," "The Weapon," the Joan Crawford-Sterling Hayden "Johnny Guitar," the Ray Milland-Maureen O'Hara "Lisbon," "Thunderbirds," "The Last Command" and "Bullfighter and the Lady," among the best titles.

Westerns include a whole corral of formula oaters, full of action and guns which never need reloading. The outdoor stars include Allan Lane, Rex Allen, Monte Hale and Michael Chapin.

VAI has high hopes that the Western portion of the package will go well with stations seeking a moppet audience. Much the same applies to the serials, which include such titles as "Radar Patrol Vs. Sky King" and "Zombies of the Stratosphere."

NEW YORK — Trans-Lux TV has sold its Encyclopedia Britannica library to five stations, putting the package of 750 films in a current total of 67 markets. New buyers are WCAU, Philadelphia; KTVI, St. Louis; KPRC, Houston; WDAU, Scranton, Pa., and KSIX, Corpus Christi, Tex.

STOP TV RELEASES!

SPG Calls All Movie Industry War Council

HOLLYWOOD — The Screen Producers' Guild has called a movie industry-wide war council in an effort to find a way to block the release of post-1948 features to television. SPG Prexy Samuel G. Engel has invited the top echelon of the Screen Actors' Guild and the Screen Writers' Guild as well as Theater Owners of America for a January 16 dinner at which strategy to combat the release of films will be discussed.

Reaction to SPG's roll of the war drums was mixed in some of the movie circles. Many feel that release of the more recent features to TV hurts rank and file actors and writers since it denies them new employment in TV film production. In effect, their former films provide a measure of TV entertainment so that their services are not needed in the production of new TV film fare.

Others point to TV's insatiable appetite for programming and that the post-'48 product is of slight consequence in satisfying TV's needs. Some lift an eyebrow at the sudden storm being stirred by SPG which in itself has had no part in even winning the post-'48 barrier against the TV sale of features. The fact that SPG's statements concerning the problem and the forthcoming council of war are being press released by a public relations firm in "takes" and follow-ups indicates to some that the only battleground wherein the promised strategies will be tested will be in the newspapers.

'HIGH NOON' LOWER 'LINE'

NEW YORK — For the first time in nearly a year and a half, the NBC flagship in New York knocked off the high-rated "What's My Line?" with a feature film on January 5, and continued to hold its edge against the WCBS-TV "Late Show."

What did the trick was the memorable Western "High Noon," which grabbed off a 37.7 local Trendex against 18.6 for "Line."

Usually, the Goodson-Todman panel show is high scorer in the 10:30-11 p.m. slot on Sundays in New York, as it is in the network line-up.

NEW ENTRY

Para May Seek Deal With VAI

NEW YORK — Fast-moving Video Artists, Inc., new sales concern slated to handle the Republic features (see story this page), is already active on another front.

Paramount is reported to have sought out Video Artists to discuss yet another deal for TV sale of Paramount's huge—and uncommitted—backlog of pre-1948 films.

In itself this is interesting, since most of the approaches, including those of United Artists, National Telefilm Associates, Associated Artists Productions and many independent groups have been toward Paramount, with the picture firm playing it very close to the vest.

The current favorite for Paramount's possible favors is a combination of United Artists and AAP, but the entry of VAI into the field may change this.

Best Foods Buys 'Million'

NEW YORK — MCA-TV last week sold "If You Had a Million" to the Nucoa division of Best Foods, Inc., in nine markets of the Far West. States represented are Washington, Oregon, California, Utah and Arizona.

The vidfilm series is now in the top 10 in seven markets including New York City, according to its November American Research Bureau ratings.

'Shock!' Hits 95 Markets

NEW YORK — Screen Gems last week sold its "Shock!" package in seven more markets, bringing sales to a total of 95. The horror features were bought by WXYZ-TV, Detroit; KTVI, St. Louis; WALA-TV, Mobile, Ala.; KFEQ-TV, St. Joseph, Miss.; WPTA-TV, Fort Wayne, Ind., and WTVM, Columbus.

Ratings on the show continue to hold up against the strongest kind of opposition.

MCA Sales Total On 'Mike Hammer' Now at 88 Marts

NEW YORK — "Mickey Spillane's Mike Hammer" has ... up a total of 88 sales ... been put on the market by MCA-TV. Purchasers ... Cigarettes, Gallo Wine, ... Red Cap Ale ... Lone Star Beer, Budweiser, ... Yankee Stores. Busch Bavarian Beer ...

COURT O.K.

AFM Fund Gets Old Pix Re-Use Fees

HOLLYWOOD—Superior Judge John J. Ford upheld the American Federation of Musicians' right to demand that a re-use fee be paid to the Music Performance Trust Fund for old movies containing AFM-performed music shown on TV. Request by Court musicians that the court enjoin AFM from having the Trust Fund collect this fee and that instead the court appoint a receiver to handle the monies in question was refused in a decision handed down last week by Judge Ford. Approximately $25 per musician performing in each old movie has been paid to the Trust Fund for the past two years. Prior to that, the monies collected was given to the musician who originally performed the music.

The court however blocked the AFM Trust Fund from collecting a 5 per cent royalty from record companies and appointed the Citizens National Trust & Savings Bank as receiver.

Stay Sought Vs. CBS in St. Loo

WASHINGTON — The Federal Communications Commission has asked the full U. S. Court of Appeals to review a January 3, three-judge order staying CBS from assigning its Channel 11, St. Louis, permit to 220 Television, Inc., one of the original applicants for the channel.

The stay, requested by the St. Louis Amusement Company, would hold up CBS' operation of its new $2,440,000 buy of the St. Louis Channel 4 outlet, KWK-TV, until the Channel 11 permit is disposed of.

The FCC's petition to the court points out that the court issues such stays largely when the petitioner has a fair chance of winning the case on merits. The agency believes that the petitioner in this case, St. Louis Amusement, cannot win on merit in its belated protest of the network's assigning the channel to 220 Television, Inc.

St. Louis Amusement was at one time an applicant in the Channel 11 contest but dropped out when the FCC would not rule out CBS' application on monopoly grounds. Other applicants were 220 Television, Inc., Broadcast House and St. Louis Telecasting. These latter three at one point in the proceedings agreed to drop an appeal of the FCC grant of Channel 11 to the network on payment by CBS of $100,000 to each.

SG Shapes Up 'Dial' for Fall

NEW YORK — Screen Gems' syndicated entry next fall will be "Dial 116," a new half-hour vidfilm series which is to be produced by Herbert B. Leonard. The show will center around the activities of the Los Angeles County ... squad, which specializes in emergency work.

[illegible]

[illegible] RKO [illegible]

• TV Commercials in Production

A Guide to TV Spot & Program Plans Of Competing Sponsors by Industries

This weekly chart lists commercials produced during the last full preceding month, with all industries covered over the course of a month's issues. The following symbols designate the type of commercials listed: LA—Live Action; FA—Full Animation; SA—Semi Animation; SE—Special Effects; J—Jingles; M—Music; S—Slides; ID—Station break; NA—Not available.

(Continued from last week)

Sponsor, Product & Agency (Show, if any)	No. (Seconds)	Type (C-Color)	Commercial Producer
BUSINESS, FINANCIAL			
Insurance			
Prudential Insurance, Reach McClinton	3 (60)	LA	Elliot, Unger & Elliot
Mental Health Association, Mental Health, Erwin Wasey, Ruthrauff & Ryan	1 (60), 1 (20)		
	1 (08)	LA	Soundmasters
Office Equipment			
Remington Typewriters, Compton	1 (60), 1 (50)	LA	Elliot, Unger & Elliot
Venus Pen & Pencil, Doyle, Dane, Bernbach	1 (60)	LA, FA	Transfilm
Industrial Materials			
DuPont Fabrics, Tires, BBD&O (DuPont Show of the Month)	4 (180)	LA, SA, M	Universal
	4 (180)	LA, SA, M(C)	Universal
Kaiser Aluminum, Farm Roofing, Young & Rubicam (Maverick)	1 (120)	LA	All-Scope
Timken Roller Bearing, BBD&O	—	NA	Sarra
Libbey-Owens-Ford, Fuller & Smith & Ross	1 (60)	FA, LA	Academy
Alcoa, Aluminum, Fuller & Smith & Ross	1 (60)	LA	Van Praag
Western Land Roller, Farm Equip., Allen & Reynolds	3 (60)	LA	Christensen-Kennedy
Alcoa Aluminum, Fuller & Smith & Ross	—	NA	Wilding
GENERAL SECTION			
Smoking Materials			
American Tobacco, Lucky Strike, BBDAO	1 (60), 1 (110)	LA	Elliot, Unger & Elliot
R. J. Reynolds, Winston, Wm. Esty	3 (60)	LA	Elliot, Unger & Elliot
General Cigar, White Owl, Young & Rubicam	7 (60)	LA	Gray-O'Reilly
Philip Morris, Marlboro, Leo Burnett (Football, Playhouse 90)	3 (60), 3 (20)	LA	Universal
R. J. Reynolds, Winston, Wm. Esty (Mr. Adams & Eve)	1 (20)	FA	Lou Lilly
P. Lorillard, Kent, Lennen & Newell (Assign. Foreign Legion)	2 (60)	LA	Soundmasters
American Tobacco, Pall Mall, SSC&B	—	NA	Video
American Tobacco, Tareyton, L. C. Gumbinner (Benny, Trackdown)	3 (30), 1 (60)	LA	Caravel
Jewelry, Optical Goods, Cameras			
Argus Camera, Young & Rubicam	3 (60)	LA	Wondsel-Carlisle-Dunphey
Bulova, Watches, McCann-Erickson	10 (20)	SF	Hal Roach
Speidel, Watch Bands, Norman, Craig & Kummel	—	NA	Video
Bulova Watches, McCann-Erickson	—	NA	Sarra
Speidel, Photo-Ident, Norman, Craig & Kummel	1 (60)	LA	Sarra
Photo-Ident (Price Is Right)	1	LA	Bill Sturm
Photo-Ident (Omnibus)	1 (30)	LA	Bill Sturm
Sporting Goods and Toys			
Selright, "Deadpan" game, Norman, Craig & Kummel	1 (60)	LA	Wondsel-Carlisle-Dumphey
Miscellaneous			
Air France, Buchanan & Co	4 (08)	FA	Transfilm
Greyhound Bus, Grey (Steve Allen)	2 (20), 2 (60)	LA	All-Scope
U. S. Air Force Recruiting, Erwin Wasey & Ruthrauff & Ryan	3 (20)	FA, SE	Shamus Culhane
General Development, Port Charlotte, Fla, Erwin Wasey,	1 (50)	LA(C)	Mickey Schwarz
Ruthrauff & Ryan	1	LA	Mickey Schwarz
S&H Green Stamps, SSC&B	—	NA	Sarra
Advertising Council, Mental Health, Ruthrauff & Ryan	1 (60), 1 (20)	LA	Sound Masters
Big Boy Hamburger Restaurants	4 (10)	FA	Playhouse
	6 (20), 1 (48)		
Eastern Air Lines, Fletcher D. Richards	1 (27)	SA, LA	Van Praag
United Nations, Advertising Council	1 (60), 1 (20)	LA	Van Praag
AT&T, N. W. Ayer (Telephone Time)	2 (120), 1 (30)	LA	Hal Roach
Colonial Stores, Liller, Neal & Battle, (Gray Ghost)	2 (20)	LA	Lindsley Parsons
R. H. Macy, Grey	2 (60)	LA	Transfilm
Shwayder Brothers, Samsonite, Grey	1 (60)	LA, FA, M	Transfilm
Ralston Purina, Livestock Chows, Gardner	2 (60), 2 (20)	LA	Technisonic

FPA Wants Workers in Union Talks

NEW YORK—A union hassle is brewing in New York telefilm production.

The Film Producers Association, representing most top firms making film commercials, has broken off negotiations with Local 771 of the International Alliance of Theatrical and Stage Employees, pending the formation by the union of a bargaining committee representing the actual working film cutters and editors.

The union, the producers charge, is seeking an "unrealistic" wage increase of 45 per cent thru two professional negotiators, the union's business manager, Jack Oxten, and attorney John Sheehan. Three meetings have been held since January 1, when the current contracts with Local 771 expired.

The FPA has had several contract negotiations with other unions recently, but all of them have been with committees representing the rank and file membership, FPA spokesmen point out.

1957 Fine

• Continued from page 6

panded to include eight more regular shows, including Steve Allen and Dinah Shore, and 152 affiliates were color-equipped. A target date of next April was set for the start of network video tape operations to bring an end to kinescope and time zone differences. Programmers were deep in a schedule of 100 "specials" to be aired during 1957-'58, with "Annie Get Your Gun" hitting the jackpot with an estimated 58,600,000 viewers. The News Department became an independent unit. NBC Spot Sales racked up fourth-quarter TV sales "substantially higher" than the comparable period in 1956.

And, the NBC Health Office gave out 3.36 injections of Salk polio vaccine and 1,400 injections against Asian Flu.

SPOT SHOWCASE

An advertising service designed to provide buyers with visual identification of good commercials, sponsors and the advertisers and producers responsible for these commercials. Presented alphabetically by advertiser.

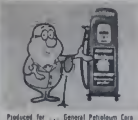
For further information about any of the companies listed in this service, contact
TV COMMERCIALS SPOT SHOWCASE, THE BILLBOARD, 1564 BROADWAY, NEW YORK 36, N. Y.

Produced for ... American Tobacco
Thru ... BBD&O
By ... Pelican Films

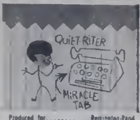
Produced for ... The General Electric Co.
Thru ... Young & Rubicam
By ... Wondsel, Carlisle & Dunphy

Produced for ... Player's Cigarettes
Thru ... McKim Advertising, Ltd.
By ... MPO Television Films, Inc.

Produced for ... Best Foods
Thru ... Benton & Bowles
By ... Filmercial

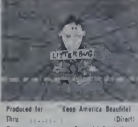


Produced for ... General Petroleum Corp
Thru ... Compton Advertising
By ... Animation, Inc.

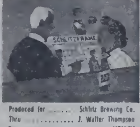


Produced for ... Remington-Rand
Thru ... J. Walter Thompson
By ... Ray Patin Productions

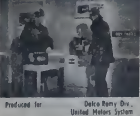
Produced for ... Cut Rite Wax Paper
Thru ... James Lovick & Co.
By ... Ray Patin Productions



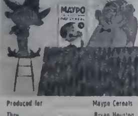
Produced for ... Keep America Beautiful
Thru ... (Direct)
By ... Song Ad Productions



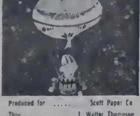
Produced for ... Schlitz Brewing Co.
Thru ... J. Walter Thompson
By ... MGM TV



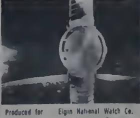
Produced for ... Delco Remy Div., United Motors System
Thru ... Campbell Ewald Company
By ... Van Praag Productions



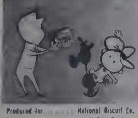
Produced for ... Maypo Cereals
Thru ... Bryan Houston
By ... Storyboard, Inc.



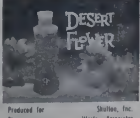
Produced for ... Scott Paper Co.
Thru ... J. Walter Thompson
By ... Ray Patin Productions



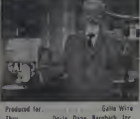
Produced for ... Elgin National Watch Co.
Thru ... J. Walter Thompson
By ... Filmercial



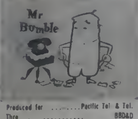
Produced for ... National Biscuit Co.
Thru ... McCann-Erickson
By ... Animation Inc.



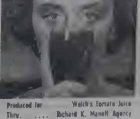
Produced for ... Shulton, Inc.
Thru ... Wesley Associates
By ... Klaeger Film Productions, Inc.



Produced for ... Gallo Wine
Thru ... Doyle, Dane Bernbach, Inc.
By ... MPO Television Films, Inc.



Produced for ... Pacific Tel. & Tel.
Thru ... BBD&O
By ... UPA Pictures



Produced for ... Welch's Tomato Juice
Thru ... Richard K. Manoff Agency
By ... Guild Films Com. Film Div.

KINES NOT FOR SALE

NBC Sale Abroad Stokes Home Fire

NEW YORK—NBC-TV's sale of kines of the Perry Como and Dinah Shore shows and General Motors' spectacular to TV stations in Sweden, England and Australia has stirred up drastic repercussions.

Both the William Morris Agency and the Music Corporation of America have told the networks that in the future its artists are sold for the United States and its Territories only. Their sale outside this country consequently would cost another fee, unless it is for an American Possession.

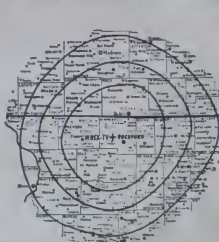
NBC is also reportedly facing the possibility of legal action from Harry Fox, publisher's agent and trustee, for the music presented on the three shows. The American Federation of Television & Radio Artists has also complained to the web over the sale to foreign stations without an additional fee. And the Writers' Guild, too, has manifested its concern.

NBC justified the sale of these programs to the foreign stations by claiming they were affiliates, and thus under union regulations, no additional money need be paid for the first run. There have been those in the trade who call the NBC affiliation with a station in

(Continued on page 16)

In This $ BILLION-PLUS Sales Empire

WREX-TV Is the KING Salesman



The Rockford TV Area—Illinois' 1st market outside Chicago—is 400,195 families strong, with $2,357,080,000 income. It embraces rich farm counties whose cities house industrial giants like General Motors, Fairbanks-Morse, Parker Pen, Burgess Battery, Sundstrand and show sales indexes like Rockford's 158, Beloit's 151, Janesville's 153, DeKalb's 184, Freeport's 176, Dixon's 203. Sales total $1,706,962,000, average $4,265 per family—$447 above average.

The most recent viewership survey again shows WREX-TV as the favorite, by better than 3 to 1. It's favored by advertisers too . . . for its consistent results, at much lower cost per thousand.

Chicago and Milwaukee—90 miles away—don't influence this market. WREX-TV is the sales window through which the area's over 250,000 TV families prefer to view — and be sold on — your product.

J. M. BAISCH, General Manager • Represented by H. R. TELEVISION, INC.

WREX-TV CHANNEL 13 ROCKFORD

"TARGET"

TV's PROPELLING NEW FORCE . . .

Aimed to build PRESTIGE for you!

Para Verges On Production Of Film for TV

HOLLYWOOD — Paramount Pictures, the only major studio not to have tried its hand at TV film production, indicated last week that it was ready to jump in. Paramount, however, will take the financial route to begin with by backing producers in the filming of pilots and putting up production funds for networks and syndicators. This differs from the paths followed by the other majors, who have entered TV film production by actively filming and selling their series either to sponsors, networks or distributors.

The disclosure of Paramount's entry into TV film production came with the appointment of James A. Schulke as veepee and general manager of Paramount's Sunset Studios. He replaces Stan Osgood, who resigned his post as Paramount Sunset general manager to go into indie radio station operation. Paramount Sunset Studios was purchased by Paramount three years ago from Warner Bros. Since then the studio has invested heavily in modernizing and equipping the lot for TV film production.

Schulke will be in charge of the Sunset Paramount operations and will handle negotiations for financial backing of TV productions. It is believed that Paramount will actively enter TV film production at a later date.

'Tugboat' Chalks Top Ratings

NEW YORK—"Tugboat Annie" is more than pulling her weight in Canada. The show has made a remarkable record, according to local ratings taken by Elliot Haynes, Ltd.

In Winnipeg, for example, the show got a 78.9 as compared to "December Bride's" 68.7 and "Gunsmoke's" 62.2. In Regina, Sask., the sudfilm series rated a 73.7, compared to Perry Como's 75 and "Wyatt Earp's" 65.7. In Montreal rating was a 56.7, as against "Dragnet's" 48.3 and "December Bride's" 58.3. These are single station markets.

In Toronto, a multi-station market, its rating has gone from a 18.7 to a 21.3 in less than two months. Among its competition, "Men of Annapolis" has dipped from a 19.8 to a 16.3 in the same period, and Lawrence Welk, programmed on Buffalo's WGR-TV, declined from a 31.3 to a 26.6 during the same two months.

11,000,000 TV SETS IN EUROPE

EINDHOVEN, Holland—The growing importance of television as an entertainment and news medium in Western Europe is underlined in a special estimate reported to The Billboard by the huge Dutch electronics firm of N. V. Philips, which now calculates that there are over 11,000,000 TV sets in use in six countries.

Here are the figures on sets as compiled by Philips exec John G. Haflemeijer:

Great Britain	7,800,000
West Germany	1,200,000
France	870,000
Italy	750,000
Holland	230,000
Belgium	200,000

NEW VEEPEE

Ackerman A Plum for SG's Pie

HOLLYWOOD — The promotion by Screen Gems of Harry Ackerman as its vice-president in charge of production is expected to help the production and distribution firm cut up an even bigger pie in the film business going pie. Irving Briskin will remain as production executive of the Columbia Pictures TV subsidiary in charge of administering its day-to-day operation.

Ackerman, producer of CBS-TV's "Leave It to Beaver" and "Bachelor Father" two of the brighter new properties of the season, will function entirely on a creative level. He has behind him a solid record of achievement both at Young & Rubicam and at CBS-TV's Hollywood shed.

He is expected to upgrade sharply the quality of the new Screen Gems product. Among the Screen Gems pilot films in work is a situation-comedy starring Myrna Loy and a Donna Reid comedy series. Ackerman plans to move Ticonderoga Productions, his packaging firm, into the Screen Gems orbit.

'Sales Safari' Tallies 500G

NEW YORK — CBS-TV Film Sales racked up about $500,000 in sales during its first "Sales Safari." About 20,000 half hours of various sudfilm properties were retailed to small market stations during the November and December bargain sale by the CBS-TV Film Sales division.

The plan made the price of series cheaper because more of it was purchased by the small outlets. CBS-TV Film Sales awarded a trip to Bermuda or Havana to its sales staffer who sold the most product. Lee Store of its Chicago office won.

Esskay Adds 'Casey' Mkts.

NEW YORK — Esskay Meats last week added two more markets to the five it already had purchased from Screen Gems for "Casey Jones." New markets are Washington where the sudfilm series will be co-sponsored with Avenue and WTOP-TV and Richmond, Va., where the co-sponsor on WRVA-TV will be the Nolde Brothers Bakery.

The program has now been sold in 112 markets. New station purchasers are KINA-TV, Yakima, Wash., KONA-TV, Honolulu; KTSM-TV, El Paso, Tex., and KDAN, Pittsburg, Kan. The show got its first railroad client when the Bangor & Aroostook Railroad bought it for Presque Isle, Me.

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Offices in principal cities throughout the United States

MCA-TV

U. S. Film Firms Reap Dollars From Abroad

NEW YORK — The overseas telefilm market continues to return dollars to American distributors, with these being among the latest crop of program and feature sales:

Associated Artists Productions—AAP has now sold its "Popeye" series in a clean sweep of the British commercial video market. Latest to sign up is the Associated Television program firm for telecasting in the Birmingham area, with the other three program contracters having signed earlier. The AAP inked a deal with the government-operated Swiss TV system for a large bloc of Warner features. Many are dubbed with French or German sound tracks.

CBS Television Film Sales—Export sales now amount to 20 per cent of this distributor's gross volume, with the newest round of sales in five markets bringing the grand total to 23 countries outside of the U. S. airing overseas versions of the firm's shows. Six of the series have been dubbed in Spanish and two into French. Next on the market list: Finland, Iran, Peru, Switzerland and the British Colony of Bermuda.

Screen Gems—Sales volume in Latin America in the last six months of 1957 was "more than double that of the entire previous 12 months," according to SG execs. Last month, 13 program sales were made in six Latin American countries. Two notable deals: Ford Motors bought "All Star Theater," dubbed in Portuguese, for telecasting in Brazil, the first U. S. telefilm show to get this sound track treatment instead of subtitles. Schenley bought "Damon Runyon Theater" in its English version to reach the English-speaking segment of Mexico City.

Telemat Ready For TV Usage

NEW YORK—Telemat, said to be the "TV counterpart of newspaper mats used by national advertisers," will be launched as a station service early this year by the Television Mat Service Corporation.

Headed by Charles E. Woodruff, former NBC film engineer, the outfit has a stock library of 10,000 commercial slides with an audio catalog available on a subscription basis. Art work and copy are prepared for national advertisers by their usual agencies. Slides are prepared from film and remain in the library for a year.

This enables stations to make a pitch for dealer co-op dollars, with the dealer's name being superimposed by the station on the slide in local spots, and to handle local hitch-hikes on network shows.

TOP BILLING

NBC to Hang Gold Star on Jack Paar

NEW YORK — With ratings bounding upward and participation sponsors standing in line, NBC is hanging a big gold star on Jack Paar's dressing room.

In his latest yearly "letter" to TV editors, President Bob Sarnoff spelled it out.

"When an actor or actress places a memorable imprint on a new play, his or her name sometimes goes on the marquee as a symbol of stardom. It happened with Julie Harris in 'I Am a Camera,' and with Audrey Hepburn in 'Gigi.' In the near future, we are going to change the marquee on New York's Hudson Theatre, where 'Tonight' originates. It will then read the 'Jack Paar Show, starring Jack Paar,' Sarnoff said.

The NBC chief tossed an extra bouquet to Parr & Co. for keeping the idea of late-night network programming alive, at a time when it was being clobbered by late-night films at the local level. Last summer, Sarnoff recalled, "a large number of pre-1948 motion pictures were floating around, and the pressures to buy were heavy. Against these pressures we had to weigh certain other factors.

"One was my belief, expressed at NBC's 30th Anniversary Convention only seven months earlier, in the vitality and importance of live network programming. Another was my warning to stations against saddling themselves with an overload of feature films which, because of economic pressures, might lead to a movie displacement of such network programming."

1957 Biggest Year To Date for WPIX

NEW YORK — WPIX here racked up 100 orders, new and renewal, in the last quarter of 1957 to make the year the station's biggest to date in gross billings.

QPIX plans to continue its policy of scheduling half-hour shows, including its 65 current film series, because of the financial success which has come to the station since the plan was adopted in 1954, according to General Manager Fred Thrower.

Robert Lawrence Signs J. Gilmour

NEW YORK — John Gilmour, at one time station manager of video outlet WRGB, Schenectady, N. Y., and more recently a producer-director for Patlie Pictures, has been signed for directional duties at Robert Lawrence Productions.

He has called the shots on more than 1,000 film assignments in the commercial and industrial field.

'All Star Golf' Liked by Rich, Sez Videodex

NEW YORK—Videodex, in a fourth-quarter analysis of "All Star Golf," confirms that the sport remains a rich man's hobby. The ABC-TV series has 27.2 per cent of homes in the top income bracket, which includes only 18.5 per cent of all U. S. video families. Of the lowest income group, "Golf" has only 4.5 per cent homes, compared to the U. S. total of 11.2.

Professional and white collar workers provide 53.1 per cent of the show's viewers, against the U. S. population percentage of 35.9. Thus, "Golf" is skewed to higher-than-average number of the maximum - spending homes. Its sponsors are Miller Brewing and Wildroot.

WBZ Packages Films 'Starring John Wayne'

BOSTON—WBZ-TV here isn't waiting for John Wayne to say yes to the various network offers for fall shows. The Westinghouse outlet has gathered 14 features starring the actor and launched "Starring John Wayne," a Sunday 2-4 p.m. series. "Red River" was the feature premiere offering last week.

MOVE NOTES END OF FILM IN BULK

AAP Puts 200 Pre-'48 Movies Onto Shelf, Repacks Others in Small Groups

NEW YORK—The day of the "bulk" feature package sale, huge libraries in which good, bad and ancient pictures are freely mixed, is drawing rapidly to a close.

That's the implication of a sweeping sales shuffle by Associated Artist Productions, which is tossing 200 Warner "oldies" on the shelf and repackaging the remainder of the pre-1948 films into groups of 52 titles each. The move is effective today (13), and is a by-product of a series of sales clinics held in New York last week.

The streamlined new packaging will kick off with a 52-title "Vanguard" group this week. Other packages will be released to the TV feature field periodically, but not simultaneously.

Altho AAP has done fairly well in lining up sales for its huge (over 600 pictures) Warner backlog, the move is said to be caused by an examination by AAP of markets not yet committed. Result: AAP found that over 100 markets still hadn't signed for any AAP-sold features. And, managers of TV outlets in these markets were free in voicing their dislike for long-range, bulk commitments.

Not 'Thematic'

The new groups, some seven in all, will not be "thematic" packages, and will mix together a wide range of features. They will also

(Continued on page 16)

TPA Adds Six Account Execs

NEW YORK—Six account execs have joined Television Programs of America: Oscar Lynott for Mexico, Lee Cannon to work in station sales, and Murray Baker, Joseph M. Barnett, George Drase and Roland Van Nostrand for the central division.

Lynott's previous post was with Pepsi-Cola Mexicana. Cannon served with Ziv-TV sales. Baker was Cineinnati sales manager for the Distributors Corporation of America. Barnett is current president of Film Creations, Inc. Drase was an ABC-TV staffer in Chicago. Van Nostrand served formerly both ABC-TV and Benton & Bowles.

MORE SALES POTENTIAL

27.4% MORE COVERAGE OF ROCHESTER AREA*

*NCS #2

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PULSE FILM RATINGS for October

For complete information on programs, ratings, audience size or coverage, please consult The Pulse, Inc, 15 W. 46th St., New York, N. Y.

The Pulse Audience Composition Studies

• Syndicated Film Western Shows

OCTOBER RATINGS

Rank	Show & Distributor	Avg. Rtg.
1.	Cisco Kid (Ziv)	12.6
1.	Death Valley Days (U. S. Borax)	12.6
3	Annie Oakley (CBS)	10.6
4	Cowboy G-Men (Flamingo)	10
5.	Frontier (NBC)	9.6
6	Kit Carson (MCA)	8.8
7.	Sky King (Nabisco)	8.4
8	Range Rider (CBS)	8.3
9.	Frontier Doctor (Hollywood TV)	8.1
10	Steve Donovan, Western Marshal (NBC)	7.8

AMONG WOMEN

Rank	Show & Distributor	Women Per 100 Homes Tuned In
1.	Frontier Doctor (Hollywood TV)	94
2.	Frontier (NBC)	91
3	Death Valley Days (U. S. Borax)	87
4	Last of the Mohicans (TPA)	85
5.	Judge Roy Bean (Screencraft)	82
6.	Brave Eagle (CBS)	76
7	Cisco Kid (Ziv)	.75
8	Sky King (Nabisco)	67
9	Range Rider (CBS)	65
10.	Gene Autry ½ Hr (CBS)	.64
10.	Steve Donovan, Western Marshal (NBC)	64

AMONG MEN

Rank	Show & Distributor	Men Per 100 Homes Tuned In
1.	Frontier Doctor (Hollywood TV)	88
2.	Frontier (NBC)	85
3.	Death Valley Days (U. S. Borax)	.83
4	Last of the Mohicans (TPA)	78
5.	Judge Roy Bean (Screencraft)	76
6.	Steve Donovan, Western Marshal (NBC)	.62
7.	Cisco Kid (Ziv)	.61
8.	Range Rider (CBS)	59
9.	Brave Eagle (CBS)	58
9.	Sky King (Nabisco)	58

AMONG CHILDREN

Rank	Show & Distributor	Kids Per 100 Homes Tuned In
1	Kit Carson (MCA)	.98
2.	Annie Oakley (CBS)	.89
2	Gene Autry 1 Hr. (CBS)	89
2	Hopalong Cassidy 1 Hr. (NBC)	.89
5	Brave Eagle (CBS)	.83
5	Cisco Kid (Ziv)	.83
5.	Gene Autry ½ Hr. (CBS)	.83
8.	Sky King (Nabisco)	.81
9.	Range Rider (CBS)	79
9.	Steve Donovan, Western Marshal (NBC)	79

• Syndicated Film Misc. Shows

OCTOBER RATINGS

Rank	Show & Distributor	Avg. Rtg.
1.	Popeye (Assoc. Artists)	11.0
2	Looney Tunes (Guild & Assoc. Artists)	8.8
3.	Little Rascals (Interstate)	6.1
4	Kingdom of the Sea (Guild)	5.6
5.	Victory at Sea (NBC)	4.9
6.	Patti Page (Screen Gems)	4.4
7.	Championship Bowling (Walt Schwimmer)	4.1
8.	Florian Zabach (Guild)	3.7
9.	Liberace (Guild)	3.1
10.	Bowling Time (Sterling)	2.9

AMONG WOMEN

Rank	Show & Distributor	Women Per 100 Homes Tuned In
1.	Liberace (Guild)	.98
2.	Kingdom of the Sea (Guild)	95
3.	Tracer (MPA)	.89
4.	Frankie Laine (Guild)	87
5.	Florian Zabach (Guild)	83
6	Championship Bowling (Walt Schwimmer)	76
7.	Victory at Sea (NBC)	.70
8.	Bowling Time (Sterling)	.64
9.	Little Rascals (Interstate)	49
10.	Looney Tunes (Guild & Assoc. Artists)	.46

AMONG MEN

Rank	Show & Distributor	Men Per 100 Homes Tuned In
1.	Kingdom of the Sea (Guild)	88
2	Championship Bowling (Walt Schwimmer)	86
3.	Tracer (MPA)	.84
4	Victory at Sea (NBC)	83
5.	Frankie Laine (Guild)	.82
6.	Bowling Time (Sterling)	.73
7	Florian Zabach (Guild)	48
8	Little Rascals (Interstate)	43
9.	Looney Tunes (Guild & Assoc. Artists)	38
10.	Popeye (Assoc. Artists)	32

AMONG CHILDREN

Rank	Show & Distributor	Kids Per 100 Homes Tuned In
1	Popeye (Assoc. Artists)	103
2.	Looney Tunes (Guild & Assoc. Artists)	99
3.	Little Rascals (Interstate)	93
4.	Kingdom of the Sea (Guild)	58
5.	Florian Zabach (Guild)	53
6.	Frankie Laine (Guild)	52
7	Patti Page (Screen Gems)	43
8	Bowling Time (Sterling)	41
9.	Victory at Sea (NBC)	29
10.	Tracer (MPA)	26

PULSE LOCAL RATINGS FOR NOVEMBER

THE TELEVISION INDUSTRY'S MOST COMPLETE INDEX OF TOP LOCAL TV PROGRAMS

CHICAGO

4 TV STATIONS—1,791,700 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
as reported by Sales Management's "Survey of Buying Power. These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.

Population—6,183,000 (2d in U. S.)
Buying Income $14,2[illegible]0,993,000 (2d)
Retail Sales—$8,5[illegible]4,669,000 (2d)
Food Sales $1,837,8[illegible],000 (3d)
Drug Sales—$283,[illegible]8,000 (3d)
Automotive—$1,28[illegible],[illegible]47,000 (3d)
Above figures include following counties: Cook, Du Page, Kane, Lake, Will, Ill., Lake, Ind.

TOP NETWORK SHOWS

1. Alfred Hitchcock, WBBM, Su. 38.5
2. Perry Como, WNBQ, S. 38.3
3. Gunsmoke, WBBM, S. 34.5
4. What's My Line? WBBM, Su. 33.9
5. $64,000 Question, WBBM, T. 23.4
6. Lucy-Desi Show, WBBM, W 32.9
6. Person to Person, WBBM, F .32.2
8. President Eisenhower, WNBQ, 16.2, WBBM 11.5; WGN 4.0, Th. 31.7
9. Steve Allen, WNBQ, Su. 31.4
10. Playhouse 90, WBBM, Th. 31.2

TOP MULTI-WEEKLY SHOWS

1. Susan's Show, WBBM, M.-F. 19.8
2. News Roundup (10 p.m.), WBBM, M.-F. 16.3
3. Mickey Mouse Club, WBKB, M.-F. 17.1
4. In Town Tonight, WBBM, M.-F. .14.4
5. Early Show, WBBM, M.-F. 13.5
5. News-Bentley (10 p.m.), WBBM, M.-F. .13.5
7. CBS News, WBBM, M.-F .13.3
8. Fun at Five, WBKB, M.-F. 13.0
9. Captain Kangaroo, WBBM, M.-F. 12.9
10. Art Linkletter, WBBM, M.-F. 12.4

TOP FEATURE FILMS

Once-Weekly

1. Best of MGM, WBBM, S.-10:00-Sign Off . 21.1
2. Thursday Premiere Theater, WGN, Th.-10:00-Sign Off 15.3
2. Courtesy Theater, WGN, Su.-10:00-Sign Off .14.4
4. Fair Store Movie, WGN, M.-10:00-Sign Off 12.7
5. Prestige Performance, WBBM, Su.-10:30-Sign Off 10.4

Multi-Weekly

1. Early Show, WBBM, M.-S.-Various Times . 13.4
2. Movie 8, WNBQ, M.-Su.-Various Times 10.9
3. Feature Film, WGN, T., F., Su.-Various Times 10.1
4. Movietime U. S. A., WBKB, M., T., Th., Su.-Various Times 8.6
5. Late Show, WBBM, M.-Th.-11:00-Sign Off 7.8

TOP SYNDICATED FILMS

1. Silent Service (NBC), WNBQ, T.-9:30 . 23.5
2. Men of Annapolis (Ziv), WGN, M.-9:30 17.9
2. State Trooper (MCA), WNBQ, W.-9:30 .17.5
4. Sheriff of Cochise (NTA), WNBQ, W.-10:00 14.8
4. Honeymooners (CBS), WGN, Th.-9:30 14.3
6. Public Defender (Interstate), WGN, M.-9:00 12.5
7. Code Three (ABC), WBKB, F.-9:30 . 12.2
7. I Spy (Guild), WBBM, S.-5:30 12.2
9. Your TV Theater (Ziv), WGN, S.-4:00 . 12.0
10. †Death Valley Days (U. S. Borax), WNBQ, M.-10:00 11.5
10. Don Ameche (TPA), WGN, T.-9:30 . 11.5
12. City Detective (MCA), WGN, F.-9:30 ..11.4
13. Championship Bowling (Walt Schwimmer), WGN, Su.-3:00 .11.3
14. Federal Men (MCA), WBKB, W.-10:30 .11.2
14. Last of the Mohicans (TPA), WBKB, Su.-4:00 .11.2
14. Championship Bowling (Walt Schwimmer), WBKB, S.-10:00 11.2
14. Susie (TPA), WBKB, S.-9:30 . .11.2
14. New Orleans Police Department (NTA), WGN, S.-4:30 . 11.2
19. Captain David Grief (Guild), WNBQ, S.-6:00 . .11.0
20. Parade of Stars (MCA), WNBQ, F.-10:00 . 10.9

ERIE, PA.

2 TV STATIONS—66,700 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.

Population—[illegible]36,100 (97th in U. S.)
Buying Income—[illegible]424,907,000 ([illegible])
Retail Sales—[illegible]77,8[illegible],000 (94th)
Food Sales—$[illegible]4,800,000 (91st)
Drug [illegible]—$7,[illegible]3,000 (114th)
Automotive—$[illegible]0,000 (84th)
Above figures include following counties. Erie

TOP NETWORK SHOWS

1. Groucho Marx, WICU, Th. 54.3
2. Tales of Wells Fargo, WICU, M. 52.0
3. Restless Gun, WICU, M. . 50.3
4. Dragnet, WICU, Th. 48.2
5. Father Knows Best, WICU, W. .47.5
5. Life of Riley, WICU, F. 47.5
7. Court of Last Resort, WICU, F . 46.0
7. Wagon Train, WICU, W . . 46.0
9. Twenty One, WICU, M 45.8
10. Playhouse of Stars, WICU, F. 44.8
10. Steve Allen, WICU, Su. 44.8

TOP MULTI-WEEKLY SHOWS

1. Mickey Mouse Club, WICU, M.-F. 36.0
2. NBC News, WICU, M.-F. 35.5
3. Weather, News (11:00 p.m.), WICU, M.-F. . 22.4
4. Dateline, Weather (10:30 p.m.), WICU, M.-F. . 32.2
5. Candy-Lane, WICU, M., W., F. 30.5
6. Six Later, Misc. WICU, T., Th., F 19.2
7. Queen for a Day, WICU, M.-F . 17.0
8. Price Is Right, WICU, M.-F. . 15.8
9. Modern Romances, WICU, M.-F 15.2
10. Truth or Consequences, WICU, M.-F. 15.1

TOP FEATURE FILMS

Once-Weekly

1. Circle 12 Ranch, WICU, S.-10:30-11:30 a.m. . 26.9
2. Harris Ford Theater, WICU, Su.-12:30-2:00 17.8
2. Twin Trailer Theater, WICU, Sa.-11:30-Sign Off .15.3
4. Million $ Movie, WSEE, Sa.-10:30-Sign Off . 10.8
5. Curtain Time, WSEE, S.-5:30-7:00 10.8

Multi-Weekly

1. Thunderbird Theater, WICU, W., S.-Various Times 21.5
2. Six Later, WICU, T., Th. F.-11:15-Sign Off . 19.2
3. Western Adventure, WICU, M.-F.-9:00-10:00 a.m. 8.8
4. Starlight Theater, WSEE, M.-F.-Various Times 7.3

TOP SYNDICATED FILMS

1. Studio 57 (MCA), WICU, Th.-9:00 45.8
2. Gray Ghost (CBS), WICU, Th.-7:30 45.3
3. Highway Patrol (Ziv), WICU, Sa.-7:30 43.5
4. Famous Fights (Winik), WICU, W.-10:45 41.5
5. Boots and Saddles (NBC), F.-7:00 . 39.3
6. †Death Valley Days (U. S. Borax) WICU, F.-7:30 . .30.5
7. Unexpected (Ziv), WICU, S.-6:30 36.8
8. Science Fiction Theater (Ziv), WICU T.-10:30 . 35.5
9. Waterfront (MCA), WICU, Su. 6:00 . 34.8
10. Foreign Legionnaire (TPA) WICU, S. 11:30 a.m. .26.3
11. Mama (CBS), WSEE, T.-8:30 24.0
12. Amos 'n' Andy (CBS), WSEE, F.-9:00 .22.5
13. Ramar of the Jungle (TPA), WICU, S.-1:30 . 21.5
14. Mayor of the Town (MCA), WSEE, F.-9:30 . . 21.3
15. Stage 7 (TPA), WSEE, T.-10:30 . 15.3
16. Range Rider (CBS), WSEE, W.-6:30 . 14.3
16. Cisco Kid (Ziv), WSEE, F.-6:30 14.3
18. Last of the Mohicans (TPA), WSEE, T.-6:30 14.0
19. Popeye (Assoc. Artists), WSEE, M.-F.-6:00 . .13.6
20. Championship Bowling (Walt Schwimmer), WSEE, S.-10:30. .13.3
21. Foreign Intrigue (Official), WSEE, S.-7:00 12.8

FRESNO, CALIF.

3 TV STATIONS—82,600 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.

Population—[illegible]00 [illegible]
Buying Income—$4[illegible]
Retail Sales—$4[illegible]
Food Sales—[illegible]
Drug Sales—$[illegible]
Automotive—[illegible]94[illegible],000
Above figures include following counties: Fresno

TOP NETWORK SHOWS

1. President Eisenhower, KMJ, 23.3, KFRE 21.3, Th. 44.6
2. Gunsmoke, KFRE, S. 42.0
3. Boxing, KMJ, F. . 38.0
4. Lawrence Welk, KJEO, S. . . 36.8
5. Boxing, KJEO, W. 34.7
6. Steve Allen, KFRE, Su. [illegible]9
7. Twenty One, KMJ, M [illegible]
8. Red Barber, Misc. KMJ, F. [illegible]
9. Life of Riley, KMJ, F 30.8
10. Climax! KFRE, Th 20.4

TOP MULTI-WEEKLY SHOWS

1. Mickey Mouse Club, KJEO, M.-F. 21.2
2. Queen for a Day, KMJ, M.-F 18.5
3. NBC News, KMJ, M.-F. 17.4
4. Big Time Movie, KMJ, M., T., Th. 17.3
5. Shell News (6:00 p.m.), KMJ, M.-F. 16.8
6. Modern Romances, KMJ, M.-F. 16.1
7. Webster Webfoot, KFRE, M.-F. 14.2
8. Matinee Theater, KMJ, M.-F [illegible]6
9. Nite Wire (10:30 p.m.) KFRE, M.-F. [illegible]
10. News, Hilites, Misc. (11:00 p.m.) KMJ, M., T., Th. [illegible]

TOP FEATURE FILMS

Once-Weekly

1. Movie of the Week, KJEO, F.-10:00-Sign Off 19.4
2. Best of MGM, KMJ, F.-10:30-Sign Off 16.8
3. Tales of the Old West, KJEO, S.-5:00-6:00 13.4
4. Request Movie, KJEO, F.-6:00-7:30 13.3
5. Million Dollar Movie, KJEO, M.-10:30-Sign Off 12.3

Multi-Weekly

1. Big Time Movie, KMJ, M., T., Th., Su.-6:30-8:00 . 1[illegible].0
2. Major Movie, KMJ, W., Th.-Various Times 11.0
3. Movieland, KJEO, T.-Th., Su.-Various Times 9.0
4. Big Star Movie, KFRE, M.-F.-Various Times . 8.0
5. Movies for Mom, KJEO, M.-F.-10:30-12:00 7.7

TOP SYNDICATED FILMS

1. Honeymooners (CBS), KFRE, T.-9:30 34.2
2. Sheriff of Cochise (NTA), KJEO, T.-9:30 22.6
3. Harbor Command (Ziv), KFRE, T.-10:00 21.3
3. State Trooper (MCA), KFRE, Th.-7:30 21.3
5. I Search for Adventure (Bagnall), KJEO, T.-7:30 20.8
6. Highway Patrol (Ziv), KMJ, F.-6:30 20.5
7. Men of Annapolis (Ziv), KJEO, T.-8:00 19.6
7. Lone Wolf (MCA), KFRE, M.-10:00 19.8
9. Twenty Six Men (ABC), KFRE, Th.-7:00 18.3
9. Waterfront (MCA), KFRE, F.-10:00 18.3
11. Captain David Grief (Guild), KMJ, F.-10:00 17.8
12. Dr. Hudson's Secret Journal (MCA), KMJ, W.-8:30 17.1
12. †Sky King (Nabisco), KJEO, Th.-6:00 17.3
12. Gray Ghost (CBS), KJEO, M.-[illegible]:30 [illegible]
12. Frontier Dr. (Hollywood TV), KFRE, S.-9:00 17.3
16. Jungle Jim (Screen Gems), KJEO, M.-6:30 16.8
17. I Led Three Lives (Ziv), KJEO, Su.-9:00 16.3
17. Silent Service (NBC), KJEO, Th.-7:00 16.3
19. Hopalong Cassidy (NBC), KJEO, M.-6:00 [illegible]
19. Science Fiction Theater (Ziv), KJEO, M.-7:00 [illegible]

STATION SIGNALS

Nat Gayster, Ted Bates & Company, won the first prize of a G. E. portable TV set in the KETV, Omaha, national timebuyer contest. And in another contest, this one at WSIX-TV Nashville, **Jack F Johnson**, timebuyer at Young & Rubicam, won a hundred dollar bill for coming closest to guessing the number of contestants who participated in the "Show Without a Name" contest.

Congressman F. Jay Nimtz, appeared on WSJV-TV, South Bend-Elkhart, Ind., last week and announced his plan to introduce a bill in Congress that will permit televising sessions of Congress and Congressional Committee meetings. . . . The Crosley Broadcasting Corporation and its Dayton, O., TV outlet, WLW-D, were presented with awards by the Miami Valley Educational Television Foundation for outstanding contributions to educational broadcasting.

North Carolina license plate number TV-1 for 1958 has been arranged for the station wagon of WFMY-TV, Greensboro, N. C., and license numbers TV-2 thru TV-38 will be seen on all the station employee's cars. . . **Joseph H. Cobb** has resigned as assistant news editor of WCSH-TV, Hartford, Conn., to become director of public relations for the Maine Central Railroad, effective February 1.

George E. Moynihan has been set as public affairs director of WBZ-TV, Boston, Moynihan has been with the station since 1949. . . . The formal opening ceremonies of the new Abilene, Tex., auxiliary studios of KPAR-TV Lubbock, Tex., were held at the new studios in downtown Abilene The ceremonies which began at 6.30 p.m., were started off with the pulling of a switch which increased its power to that of the most powerful TV station in Central West Texas.

Fred P. Shawn, general manager of WSUN, St Petersburg, Fla., has promised the facilities of his station to launch an all-out attack against the rising toll of traffic fatalities in the Tampa Bay, Fla., area. . . **Richard A. J. McKinney**, formerly with WTVN-TV Columbus, O. has moved to KYW-TV Cleveland, as film director . . . WPIX, New York, has enjoyed a year-end sales surge that produced over 100 commercial orders, both new and renewed. . . **William F. MacCrystall**, formerly general manager of KOAT-TV, Albuquerque, N. M., has joined H-R TV, Inc. Los Angeles.

ABC Ups Fitzgerald

NEW YORK—J[illegible]n F[illegible]gerald has been upped to the [illegible] post of administrator in the [illegible]st control unit of American B[illegible] Company. The exec has been director of sales service for ABC TV since last June an assignment [illegible] going to Alice St[illegible], [illegible] assistant director.

This weekly chart covers the latest Pulse ratings in key local markets. It includes network, local live and locally originated film shows. By pointing out leading programs, the chart provides a ready guide to outstanding spot adjacencies in each market.

Market statistics shown are derived from Sales Management's current "Survey of Buying Power," and cover only each market's metropolitan areas, as defined by government specifications Altho they thus cannot include complete TV coverage or trading areas, they do provide comparative statistics for the chief population centers of TV stations.

The symbol † is for film series booked on a national spot basis. The symbol "u" indicates a UHF outlet. The symbol "A" points out programs originating in an overlap market, yet securing ratings of 3 0 or better in the market under study. For complete program and audience information and analysis, consult The Pulse, Inc., 15 W. 46 St., New York.

HOUSTON-GALVESTON

3 TV STATIONS—338,700 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
As reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.

Population—1,134,100 (15th in U. S.)
Buying Income—$2,136,153,000 (1 th)
Retail Sales—$1,409,543,000 (16th)
Food Sales—$327,0 7,000 (15th)
Drug Sales—$47,828,000 (17th)
Automotive—$,7 13,000 (13th)
Above market statistics are for Houston only and include the following county. Harris

TOP NETWORK SHOWS

1. Lucy-Desi Show, KGUL, W. ...39.5
2. Gunsmoke, KGUL, S. 37.3
3. Ed Sullivan, KGUL, Su. 33.9
4. Perry Como, KPRC, S. 32.5
0. $64,000 Question, KGUL, T. ...31.2
6. Playhouse 90, KGUL, Th. 31.6
7. Danny Thomas, KGUL, M 30.5
0 Alfred Hitchcock, KGUL, Su. ..30 0
0. Red Skelton, KGUL, T. 29 9
10. December Bride, KGUL, M. ...29 4
10. What's My Line? KGUL, Su. ..29.4

TOP MULTI-WEEKLY SHOWS

1. Crusader, KGUL, T., Th., F. .20 6
2. My Little Margie, KGUL, M.-F. 20.3
6. Late Show, KGUL, M.-P. 13.5
4. News (10-00 p.m.), KTRK, M., T., Th., F. 11.9
6. Queen for a Day, KPRC, M.-F. 10.9
6. NBC News, KPRC, M -F. 10.5
7. Newsreel, Weather (6 15 p.m.), KPRC, M -F 10 4
7. Roy Rogers, KPRC, M -F 10 4
9. World Today Sports (6:00 p.m.), KPRC M -F 10 1
10. Love of Life, KGUL, M.-F. ... 9.8

TOP FEATURE FILMS

Once-Weekly

1. Award Theater, KGUL, S.-9:30-11:30 .... 16.9
2. Nightmare Theater, KGUL, S.-11:30-Sign Off 15.9
3. Western Star Playhouse, KGUL, S.-11:00-12:00 ... .10.4
4. Star Movie Time, KPRC, Su.-10.00-11:30 .10.1
5. Premiere Performance, KTRK, S.-11:00-Sign Off 6.9

Multi-Weekly

1. Late Show, KGUL, M.-F., Su.-Various Times 15.3
2. Movietime, U. 0. A., KTRK, M.-F., Su.-Various Times . 9.4
3. MGM Theater, KPRC, M.-S.-Various Times 7.3
6. Early Show, KGUL, M.-P.-4:00-5:30 .... 7.1
5. Movie Date, KPRC, M.-F.-12:00-1:30 .... 6.6

TOP SYNDICATED FILMS

2. Highway Patrol (Ziv), KGUL, T.-9:30 .... 32.7
2. Crusader (MCA), KGUL, T., Th., F.-10:00 20.6
3. My Little Margie (Official), KGUL, M.-F.-6:00 .. 20.3
4. Gray Ghost (CBS), KPRC, Th.-7:30 . 10.3
5. Men of Annapolis (Ziv), KPRC, W.-0:30 17.4
6. Sheena, Queen of the Jungle (ABC), KGUL, S.-6:00 .17.4
0. Sheriff of Cochise (NTA), KPRC, Su.-9:30 .15.4
0 Captain David Grief (Guild), KPRC F 10 00 .15.2
0 Stars of the Grand Ole Opry (Flamingo), KTRK S-9 30 .. 14 5
10. Mart Kane KPRC M.-10 00 14 4
11 Whirlybirds (CBS), KPRC, S 6 00 13.7
11. The Three Musketeers (ABC), KGUL Su 4 30 13 7
16. Frontier (NBC) KPRC, P -9 00 13 6
14. Championship Bowling (Walter Schwimmer), KTRK, S -10 00 13 1
15 Susie (TPA) KPRC Su 4 30 .12 4
16 Silent Service (NBC) KPRC, T -9 30 .12.2
17. Cisco Kid (Ziv), KGUL, S -10 00 a m 11 9
10. Terry and the Pirates (Official), KGUL S -10 30 a m .11 0
19 State Trooper (MCA), KTRK, M -7 00 .10 7
20 I Led Three Lives (Ziv), KGUL, Su -4 00 ..... .10 4
20 Parade of Stars (MCA), KTRK, Su 30 10.4

KANSAS CITY

3 TV STATIONS—293,700 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
As reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.

Population—972,400 (16th in U. S.)
Buying Income—$1,956,436,000 (18th)
Retail Sales—$1,370,978,000 (18th)
Food Sales—$251,169,000 (19th)
Drug Sales—$69,216,000 (13th)
Automotive—$247,300,000 (18th)
Above figures include following counties: Johnson, Wyandotte, Kan Clay, Jackson Mo

TOP NETWORK SHOWS

2. Gunsmoke, KCMO, S. 35.9
2. What's My Line? KCMO, Su. 34.5
3. Perry Como, WDAF, S. ..34.4
4. Lawrence Welk, KMBC, 0. 33.5
5. Alfred Hitchcock, KCMO, Su. .33.2
6. President Eisenhower, WDAF 17 2; KCMO 15 2, Th. 32.4
7. G E. Theater, KCMO, Su .32.2
0. $64,000 Challenge, KCMO, Su ..31 0
9. $64,000 Question, KCMO, T ...29.2
10. Lucy-Desi Show, KCMO, W. .28.4

TOP MULTI-WEEKLY SHOWS

1. Mickey Mouse Club, KMBC, M.-F. . 10.3
2. 10:00 News, KMBC, M.-F. 16.7
3. Sports, Weather (10:15 p.m.), KMBC, M.-F. ...15.6
4. Do You Trust Your Wife, KMBC, M.-F. 10.3
5. 3 Star News, Sports (6:00 p.m.), KCMO, M.-F. 10.1
6 Art Linkletter, KCMO, M.-F. . 9 9
7. Queen for a Day, WDAF, M.-F 9.0
5. Weather, 3-Personality (6:15 p.m.), KCMO, M.-F. 0 6
9 My Little Margie, KMBC, M.-F. 9 6
10. 5 Star Theater, KCMO, M., W., Th. ... 0 4
10. Whizzo's Wonderland, KMBC, M.-F . 9.4

TOP FEATURE FILMS

Once-Weekly

1. Premiere Playhouse, KMBC, P.-10:30-Sign Off 15.0
2. Premiere Performance, KMBC, Su.-10:30-Sign Off 14.0
3. Children's Theater, KMBC, S.-11:30-12:45 ......13.6
4. 0:30 Theater, WDAF, Su.-9:30-11:45 .... 13.5
6. Mystery Theater, KMBC, S.-10:00-11:45 ......12.5

Multi-Weekly

1. 10:00 o'Clock Movietime, WDAF, W., S.-10:00-Sign Off .14.2
2. Million $ Movie, KCMO, S., Su.-Various Times ...13.3
3. 6 Star Theater, KCMO, M., W., Th., Su.-10:30-Sign Off. 9.8
4. Sagebrush Theater, KMBC, M.-F.-12:00-1:00 9.3
6. Happy Home Theater, KMBC, M.-F.-10:00-2:30 6.3

TOP SYNDICATED FILMS

1. Whirlybirds (CBS), KCMO, Su.-10:00 24.1
2. Annie Oakley (CBS), KMBC, F.-6:00 22.5
2. Honeymooners (CBS), KMBC, M.-9:30 21.9
4. Frontier (NBC), KMBC, Th.-7:30 20.9
6. Highway Patrol (Ziv), KMBC, W.-7:30 .19.3
5. Three Musketeers (ABC), KMBC, P.-7:00 19.5
7 Captain David Grief (Guild), WDAF, W -9 30 19.2
0 Steve Donovan Western Marshal (NBC), WDAF, S -6.00 . 10 9
9 Gray Ghost (CBS), WDAF, F.-7 30 .. 17 0
10 Cisco Kid (Ziv), KMBC, T -6 00 ....17.5
10 Sheriff of Cochise (NTA), KCMO, F -10 00 17 5
12 †Sky King (Nabisco), KMBC, W -6 00 17.2
13. Studio 57 (MCA), KCMO, T -0.30 16 0
13. Silent Service (NBC), WDAF, T -9.30 . 16 0
15. Airline (M&A Alexander), KMBC Su -3 30 . .16.5
16. Star Performance (Official) WDAF, M -10 30 .15.5
16 Falcon (NBC) KMBC Su -3 00 15.5
18. Martin Kane (Ziv) KCMO, S -9 30 . .15 4
19. Willy (Official), KMBC, P.-9 30 ... .15.2
10. Crusader (MCA), KCMO, Th.-10 00 ... 15 2

MILWAUKEE

4 TV STATIONS—287,000 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
As reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.

Population—$1,100,300 (16th in U. S.)
Buying Income—$2,248,671,000 (14th)
Retail Sales—$1,451,481,000 (15th)
Food Sales—$3,5,269,000 (16th)
Drug Sales—$42 3 8,000 (21st)
Automotive—$240,304,000 (19th)
Above figures include following counties: Milwaukee, Waukesha.

TOP NETWORK SHOWS

1. Alfred Hitchcock, WXIX, Su. . 32.2
2. Steve Allen, WTMJ, Su. 30.8
3. Gunsmoke, WXIX, S. 30.3
4. G.E. Theater, WXIX, Su. 28.5
4. Loretta Young, WTMJ, Su. 28.5
6. Lucy-Desi Show, WXIX, W. ...26 3
7. Perry Como, WTMJ, S. 27.8
0 Danny Thomas, WXIX, M. 27.0
9 Tony Martin, WTMJ, Su. 26 2
10. Wyatt Earp, WISN, T. 24.5

TOP MULTI-WEEKLY SHOWS

1. Mickey Mouse Club, WISN, M.-P. ...14.8
2. Weather, News (10:00 p.m.), WTMJ, M.-F. 12.3
3. Range Rider, WITI, T., Th. ...11.0
4. Queen for a Day, WTMJ, M.-P. 11.0
6. NBC News, WTMJ, M.-F. 11.4
6 News, Weather (6:00 p.m.), WTMJ, M.-F. 11.1
5. Big News (10.30 p.m.), WXIX, M.-F 10 2
0 CBS News, WXIX, M.-F. 10.0
9 Price Is Right, WTMJ, M.-F. . 9 1
9 6 o'Clock Report, WXIX, M.-F.. 9 0

TOP FEATURE FILMS

Once-Weekly

1. Saturday Night Theater, WTMJ, S.-9:30-11:00 . 18.3
2. Saturday TV Premiere, WXIX, S.-10:00-11:30 ... .12.0
3. MR-Greatest Movies, WXIX, Su.-10:15-11:30 . ...11.2
4. Triangle Theater, WITI, Th.-8:30-10:00 ... 6.5
6. Premiere Performance, WITI, 0.-8:00-10:00 . 5.8

Multi-Weekly

1. 20th Century Premiere, WISN, S., Su.-Various Times . 10.0
2. Movie, WTMJ, M.-Su.-Various Times 0.6
3. 20th Century Theater, WISN, F., S.-Various Times 8.2
4. Movietime, WITI, P., S.-8:00-9:30 .... 7.3
3. Late Show, WXIX, M.-S.-Various Times 7.1

TOP SYNDICATED FILMS

1. Whirlybirds (CBS), WTMJ, Su.-9:30 .. 23.2
2. State Trooper (MCA), WTMJ, T.-0:30 . 20 0
3. Doug Fairbanks (ABC), WTMJ, W.-9:30 .19.5
4. Harbor Command (Ziv), WTMJ, Th.- 9:30 .10.7
6. D. Henry Playhouse (Gross-Krasne), WXIX, Th.-10:00 10.5
6. Dr. Hudson's Secret Journal (MCA), WXIX, Th.-8:00 . .10.5
7. Annie Oakley (CBS), WTMJ, Su.-6 00 . ...17 2
6 Captain David Grief (Guild), WTMJ, F.-7:30 .16.9
9. Dr. Christian (Ziv), WTMJ, Su -10-00 ...15 5
9 Crosscurrent (Official), WXIX, S -9 30 ..15.5
11. Frontier Dr (Hollywood TV), WXIX, F.-10-00 .15.2
12 Silent Service (NBC), WISN, F -9.30 .14.5
13 Highway Patrol (Ziv), WISN, Su.-10 00 . .13.7
14. Crusader (MCA), WXIX, W -10 00 ..13.2
14 †Sky King (Nabisco), WTMJ, S 5 30 ..13 2
16. Range Rider (CBS), WITI, T., Th -6 00 11 0
17 Men of Annapolis (Ziv), WISN, T -9 00 11.2
17 Police Call (NTA), WITI, Th -6 30 11.2
19 Last of the Mohicans (TPA), WTMJ, Su -5.30 . .10 9
20. Sheena, Queen of the Jungle (ABC) WITI, M -6 00 10.5

NASHVILLE, TENN.

3 TV STATIONS—92,700 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
As reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area but embrace Metropolitan County area making up the center of population.

Population—362,900 (62d in U. S.)
Buying Income—$598,853,000 (63d)
Retail Sales—$447,177,000 (58th)
Food Sales—$95,322,000 (64th)
Drug Sales—$1,369,000 (70th)
Automotive—$86,376,000 (58th)
Above figures include following counties: Davidson

TOP NETWORK SHOWS

1. Gunsmoke, WLAC, S. .. 36 0
2. $64,000 Question, WLAC, T. .20.0
3. Playhouse 90, WLAC, Th. ..29.0
4. Danny Thomas, WLAC, M. 28.4
6. Red Skelton, WLAC, T. ...27.9
6. $64,000 Challenge, WLAC, Su. 27.9
7. Alfred Hitchcock, WLAC, Su .27 2
0. Sunday Theater, WLAC, Su. .27.0
0 What's My Line? WLAC, Su. .26 9
10 Name That Tune, WLAC, T. 26 7

TOP MULTI-WEEKLY SHOWS

1. Popeye, WLAC, M.-F. ... 24.7
2. Shell News (10:00 p.m.), WLAC, M.-F. 16.4
3. Mickey Mouse Club, WSIX, M.-F. 14 0
4. 5 o'Clock Hop, WSM, M.-F. .13.0
0. Million $ Movie, Misc., WLAC, M.-F. 13.3
6 Esso Reporter, Misc. (10 p.m.), WSM, M.-F .12.5
5. Big Show, WLAC, M.-F. 12.1
0. Dateline Nashville, Weather (6 p.m.), WSM, M.-F. 11 7
0. NBC News, WSM, M.-F 11 7
10. 5 Star Final, Weather (10 p.m.), WSIX, M.-F. .11.3

TOP FEATURE FILMS

Once-Weekly

1. Shirley Temple, WSIX, S.-5:00-6:30 . 12.6
2. Saturday Showcase, WSIX, S.-2:00-4:00 .. .11.5
3. Jeweler's Showcase, WSM, S.-10:30-Sign Off 10.7
4. Western Frontier, WSIX, S.-12:45-2:00 .... 0 0
6. Shock, WSIX, P.-10:15-Sign Off 0 6

Multi-Weekly

1. Million $ Movie, WLAC, M.-C.-Various Times 14.7
2. Big Show, WLAC, M.-S.-Various Times 12.1
3. Hollywood's Best, WSM, T.-Th., Su.-Various Times 7.4
4. Channel 0 Presents, WSIX, M.-F.-2:00-3:00 7.2

TOP SYNDICATED FILMS

1. Gray Ghost (CBS), WLAC, S.-0:30 .. .25.9
2. Highway Patrol (Ziv), WSM, S.-9:30 .... .25.0
3. Popeye (Assoc. Artists), WLAC, M.-P.-6:00 24.5
4. State Trooper (MCA), WSIX, F.-9:30 21.5
6. Harbor Command (Ziv), WLAC, F.-8:30 .. 20.7
6. Sheriff of Cochise (NTA), WSM, F.-8 00 20 2
5. Silent Service (NBC), WLAC, T.-9 30 . 18 5
0 Parade of Stars (MCA) WSIX, Th -9 30 . 18 0
6 Whirlybirds (CBS), WSM, M.-8 30 ....16 5
10 Last of the Mohicans (TPA), WSIX, M.-6 30 .14.5
11. Waterfront (MCA), WSIX, M.-7 00 14 2
12. Rosemary Clooney (MCA), WSIX, T.-9 30 . .13.9
13. Annie Oakley (CBS), WLAC, S -5 30 . .12.9
14 Captain David Grief (Guild), WSIX, T -6 00 . .12.0
15. †Sky King (Nabisco), WSM, S -5 30 .10.9
15. If You Had a Million (CBS), WLAC Su.-5:30 .16.9
15. Ramar of the Jungle (TPA) WSIX, F -6 00 .16.5
16. Kit Carson (MCA), WSIX, M., Th.-6 00 10 5
20. Federal Men (MCA), WLAC, Su -4 00 . 0 5
20 City Detective (MCA), WSIX, Su.-8 00 9 5

PORTLAND, ORE.

3 TV STATIONS—245,000 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
As reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area but embrace Metropolitan County area making up the center of population.

Population—811,900 (23d in U. S.)
Buying Income—$1,400,043,000 (28th)
Retail Sales—$1,013,646,000 (24th)
Food Sales—$242,000,000 (20th)
Drug Sales—$26,305,000 (34th)
Automotive—$174,162,000 (25th)
Above figures include following counties: Clackamas, Multnomah, Washington, Ore., Clark, Wash.

TOP NETWORK SHOWS

1. President Eisenhower, KOIN, 16.2; KPTV, 24.2, Th. .. 40.4
2. Lucy-Desi Show, KOIN, W. . 36.0
3. Perry Como, KPTV, S. ...32.6
4. Climax! KOIN, Th. 32.3
6. Playhouse 90, KOIN, Th. 32.0
6. Danny Thomas, KOIN, M. 31.2
7. G. E. Theater, KOIN, Su 30.2
0. December Bride, KOIN, M. ...29 2
9. Alfred Hitchcock, KOIN, Su. ..28 9
9. Gunsmoke, KOIN, S. 28 9
9. Sugarfoot, KPTV, T. 28.0

TOP MULTI-WEEKLY SHOWS

1. Mickey Mouse Club, KGW, M.-F. 19.0
2. CBS News, KOIN, M.-P. ...13.3
3. City Desk News (10:30 p.m.), KOIN, M.-Th. ..13.2
4. Weather, Sports, News (6:00 p.m.), KOIN, M.-P. 12.9
6. Queen for a Day, KPTV, M.-F. 12.2
6 High Time, KPTV, M.-F. 11.7
7. Cartoon Time, KOIN, M.-F .11.5
3. Night Beat (10:30 p.m.), KGW, M.-F. 11.4
9. Art Linkletter, KOIN, M.-F. .10 6
10. Academy Theater, KPTV, M., T., Th. 10.5

TOP FEATURE FILMS

Once-Weekly

1. Movie 12, KPTV, P.-10:00-Sign Off . ..14.6
2. Bar 0 Triple Theater, KGW, S.-3:00-6:00 . .12.6
3. Early Show, KPTV, Su.-2:30-4:00 11.9
4. Premiere Performance, KPTV, S.-11:00-Sign Off ..11.8
5. House of Horror, KPTV, W.-10:30-Sign Off . 10.6

Multi-Weekly

1. Academy Theater, KPTV, M., T., Th., Su.-Various Times ...10.4
2. Channel 8 Playhouse, KGW, M.-Su.-Various Times . 9.4
3. Showtime on 6, KOIN, T.-Su.-Various Times .. . 9.5
4. Your Afternoon Theater, KPTV, M., T., Th., P.-3:00-4:30 . 5.6
4. Morning Movie, KGW, M.-P.-10:30-11:30 a.m. .. 7.6

TOP SYNDICATED FILMS

1. Sheriff of Cochise (NTA), KOIN, Th.-7:00 .... 26.2
2. †Death Valley Days (U. S. Borax), KOIN, S.-9:30 ....24.9
3. I Search for Adventure (Bagnall), KOIN, Th.-7:30 11.2
4. Twenty-Six Men (ABC), KGW, S.-7:30 . .19.5
6. O. Henry Playhouse (Gross-Krasne), KOIN, F.-6:30 19.2
6. Highway Patrol (Ziv), KGW, M.-7.30 . 10 5
7. Badge 714 (NBC), KPTV, M.-7:00 .. 18 2
0. Dr. Hudson's Secret Journal (MCA), KPTV, Th.-9:00 .. 17 9
0 Man Behind the Badge (MCA), KPTV, T.-7:00 .. 17 5
10 My Little Margie (Official), KPTV, T.-6 30 ...17 2
10. Gray Ghost (CBS), KOIN, T.-10:00 . ....17.2
12 Studio 57 (MCA), KOIN, W.-10.00 .16.9
13 Harbor Command (Ziv), KGW, S.-7:00 .16 5
14. Casey Jones (Screen Gems), KGW, Th.-6:00 16 2
15 Men of Annapolis (Ziv), KOIN, M.-10:00 .15.9
15 State Trooper (MCA), KGW, T.-7.00 .15 6
15. Honeymooners (CBS), KGW, Su.-6:00 15 0
10 Last of the Mohicans (TPA), KGW, T.-6 00 15 5
12. Three Musketeers (ABC), KPTV, S.-5 30 ..15.5
10. Kit Carson (MCA), KPTV, Su.-6 00 15 5

SHORT SCANNINGS

Selig J. Seligman, general manager of KABC-TV, ABC o&o station in Los Angeles, has been named a vice-president of American Broadcasting Company. Previously Seligman had been business co-ordinator for the ABC-TV center in Hollywood and a producer-writer. . . . CBS TV Film Sales will offer an annual award for the top merchandising campaign devised for the promotion of a CBS film program. The first award will be presented in New York in late February.

John J. Pullen has been elected a vice-president and named managing director of the copy department of N. W. Ayer. . . . **C. Stuart Siebert Jr.**, vice-president and senior account exec in the Chicago office of Kenyon & Eckhardt, has been made account supervisor of the Whirlpool Corporation account. He succeeds **Jack S. Pettersen**, who left the agency to set up his own firm.

Roger Englander will produce the CBS-TV series of New York Philharmonic concerts. . . The National Association of Broadcasters began 1958 membership with an all-time high of 2,196 stations, nets and associate members. Membership showed a gain in most categories over January 1957. . . . Writers **Arthur Orloff, Bill Barrett, Polly James** and **Tom Kilpatrick** have been signed to write three original stories and teleplays for Screen Gems' "Casey Jones" series.

Comedy star **Red Buttons** will play Hansel in NBC-TV's production of "Hansel and Gretel" on Sunday, April 27. . . . **George Tibbles, Seaman Jacobs** and **Si Rose** have been inked to write the forthcoming "Betty White Show," which debuts over ABC-TV on February 5.

The Billboard Scoreboard

TV PROGRAM REVIEWS

NETWORK REVIEW

'Dotto' Is Daytime TV Ditto of 'Twenty-One'

By CHARLES SINCLAIR

Dotto (Net)
Quizmaster, Jack Narz. Announcer, Ralph Paul. Producer, Ed Jurist. Assistant, Terry Laughlin. Associate, Art Henley. Packaged by Frank Cooper Associates. Director, Jerome Schnur. Sponsor, Colgate-Palmolive thru Ted Bates
(CBS-TV, Monday-Friday, 11:30-12 noon, EST, week of January 6)

"Dotto" is a daytime ditto of "Twenty-One."

Like the popular quizzer on which it is obviously modeled, it pairs off two contestants, allows them to select questions of different degrees of difficulty from a series of categories, and scores up the points in terms of dollars.

There are even look-alike shots, made with splitscreen technique, in which the audience can look at both contestants wrinkling their brows. And, there are the usual electronic gadgets plus bells and buzzers.

Sole Originality

The "gimmick" of the show is its sole claim to originality. Using the old comic supplement game, in which a series of interconnected dots form a complete picture of a face, the scoring on the running quiz game is done by electrically filling in the dots for "eight dot" or "10 dot" (or whatever) questions. At a point en route toward this goal, contestants can take a guess — for extra dollars — at the identity of the semi-completed face.

There are lots of free brand-name plugs for gifts and very, very frequent mentions of Colgate-Palmolive detergents.

Wide, Wide World (Net)

NBC-TV, Sunday (5), 4-5:30 p.m., EST (caught again).

"World on Wheels," a 90-minute commercial for General Motors, gave a tantalizing hint in its early moments of the fascinating program that could be done on the unbelievable influence of the wheel on our lives. The Indians never mastered it and so lost the continent to the users of the covered wagon, the spinning wheel and the lathe. From that starting point, NBC moved to a glimpse of Mark Twain's home and from there on In, it was glory to GM all the way.

We saw the happy workers assembling cars, the designers dreaming up models for 1970, an anniversary parade in Flint, Mich., and folk dances by the race groups gathered crudely in one arena to demonstrate the international flavor of the GM payroll. A brief respite at the end had live cameras focused on the Garfield School In Phoenix, Ariz., where kindergarten classes learn safe driving in a delightful miniature town, complete with intersections, police, traffic court and pedal cars.

The legitimate GM commercials were superior to the show which, despite its negative impression, was cleanly produced by Herb Sussan with good pace.

Bob Bernstein.

Adventure at Scott Island (Net)

Star, Barry Sullivan. Cast (premiere): Paul Burke, Nina Wilcox, Evan Elliot, Luke Halpin. Producer, Jon Epstein. Writer, Carey Wilbur. Director, Eddie Davis. A Ziv Television Production. Sponsor: R. J. Reynolds thru William Esty.
(ABC-TV, 8:30-9 p.m., EST, January 5)

This Barry Sullivan starrer has not changed outwardly since it ran, last season, for R. J. Reynolds on CBS as "Harbourmaster."

It's still tailored for the action-adventure dialers, and is still based on Sullivan's doings as a sort of sea-going sheriff in a New England community.

The opener for the new cycle, under its new title, on ABC-TV was, however, as brisk-moving as any viewer could want. The story dealt with a couple of youngsters from the town who explored a pirate's booby-trapped treasure cave, with one of them pinned down by falling rocks. After a quick opening and a strong teaser, the story moved into a familiar, but effective, path of a race against time to save the boy.

Barry Sullivan, using his wartime knowledge, finally blasted a path to the boy with a plastic explosive used by the Navy's Underwater Demolition teams, and the day was saved.

It was good, straightforward, suspenseful action—not memorable, not meaningful. If the show keeps its pace, it should do well with ABC adventure fans.

Charles Sinclair.

Roller Derby (Local)

Host-announcer, Ken Nydell. Director, Roger Shope. Technical director, Al Smith. Production staff by WABC-TV, New York. Participating sponsors include: 7-Up and Ward Baking thru J. Walter Thompson, American Chicle thru Ted Bates
(WABC-TV, New York, 2:30-4 p.m., EST, January 5)

"The Roller Derby," born in the era of walkathons and hip flasks, is back again, spining 'round and 'round on ABC's New York flagship for the better part of Sunday afternoons.

It looks about as it did back in 1949, when the skaters first swirled across 10-inch screens and elbowed their ways into high ratings. In fact, the main difference today seems to be the most people can now watch it on a 21-inch set.

There is the same blur of counter-clockwise movement, the same camera pans to the right, then left, then right again, the same swirl of audience faces, the same roughhouse theatrics, and a feeling that it's all a professional wrestling match on wheels. There is even—shades of Uncle Miltie and Kyle McDonnell—a durable gal named "Toughy" Brasuhn still tossing her rivals over the railings.

Early ratings show a healthy share of audience for the show, which would indicate that there are plenty of fans who like its fast action and simplified spectator sports appeals.

Charles Sinclair.

NETWORK REVIEW

Oh, If 'Shower' Could Only Blow Up a Storm

By BOB BERNSTEIN

Shower of Stars (Net)
Host, Jack Benny. Director, Seymour Berns. Producer, Ralph Levy. Sponsor, Chrysler thru McCann-Erickson, Inc.
(CBS-TV, 8:30-9:30 p.m., EST, January 9)

It's about three years too late for a merely pleasant variety show to satisfy. More and more viewers are praying for something fresh or exciting to happen within this format. On this stanza, nothing did. Jack Benny was his smooth self, Jo Stafford sang beautifully tho briefly and Ed Wynn chuckled endearingly thru dull dialog, but the total effect was pedestrian.

Chiquita and Johnson danced with two ostrich fans. George Burns made a surprise appearance for the umteenth time. Benny plugged his Chicago concert and Murine and played the violin. The one bright spot was the show's opener, an attractive new blues song delivered with great style by Tommy Sands. There was one hilarious moment, unintended, when William Holden on film related how crowds gather in England everywhere the new Chrysler goes. The screen showed a large crowd clearly ignoring the car which drove thru its midst.

Chrysler's live and film commercials are of a piece with this monthly series, adequate but not inspired, star-conscious but script-poor. The live vignette from next week's show is a dangerous device; the necessary simplification of the conflict makes the coming drama seem hackneyed.

This one was a fine telecast if you had knitting or reading to go along with it.

Gourmet Club (Local)

Star, Dione Lucas. Host, Horace Sutton. Producer, Allan Smith of the Brooklyn Union Gas Company. Sponsored by the Brooklyn Union Gas Company and the Caloric Appliance Corporation.
(WPIX, New York, 10:30-11 p.m., EST, January 9)

Three cheers for WPIX's manager, Fred Thrower, who is really "cooking with gas," both figuratively and literally. Sponsored by the Brooklyn Union Gas Company and the Caloric Appliance Corporation, "Gourmet Club" is a sophisticated cooking show slotted at a late hour (10:30-11 p.m.) with great appeal to both sexes.

Emseed by Horace Sutton, who doubles as pitchman, and, incidentally, can open stove doors with the best of them, the series is bringing back to TV one of the finest culinary artists in the country, Dione Lucas. Mrs. Lucas returns to TV after too long an absence. She not only creates exotic food, prepared simply, but provides the most delightful background chatter whilst chopping the onions and larding the meat.

The guest chef on the preem show was Henry Morgan, who struggled bravely with a crepe suzette on a hot frying pan. Producer Allan Smith might very well think about keeping this trio intact, since each of them brings a different ingredient to the show which combined adds up to a very tasty dish.

Charlotte Summers.

Studio One in Hollywood (Net)

Cast for "Brotherhood of the Bell": Cameron Mitchell, Joanne Dru, Pat O'Brien, Tom Drake, others. Producer, Gordon Duff. Director, Tom Donovan. Adaptation by Dale Wasserman and Jack Balch. Sponsored by Westinghouse Electric Corporation thru McCann-Erickson
(CBS-TV, 10-11 p.m., EST, January 6)

Jim Waterson, the hero of "Brotherhood of the Bell," the first show in the "Studio One in Hollywood" series, had a big problem. The board of the directors of the "Brotherhood," a collective group of American supermen in the world of 1976, felt that the atomic stalemate should be ended and that we should pull a sneak nuclear attack on Russia.

But they needed Jim's co-operation because, as a kind of George Kennan of the State Department, they wanted him to dump his assistant, Clark Sherrell, whose principles and honesty were in their way. Tho Waterson was a member of the "Brotherhood," Clark was his best friend, and he couldn't precipitously fire him. If all the Brotherhood had wanted was to bomb 50 Russian cities, Jim wouldn't have had a problem and "Studio One" wouldn't have had a script. But he was a principled man, and he couldn't indulge in character assassination.

And so it was that the Hollywood debut of "Studio One" resulted in the cheapest kind of meretricious pap. A flyweight script which was an insult to the intelligence failed completely to create the slightest shred of reality. Even as a melodrama, it was a pathetic excuse for wasting time.

The cast of so-called Hollywood names faced with so huge an acting task were completely inadequate, as was the production, from the beginning to the end.

But Betty Furness was again on hand to sell Westinghouse products. And for a change it was a relief. But a few more such disasters and few will care about the relief.

Leon Morse.

Film in Bulk

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be offered to buyers in markets where large slices of the over-all library are committed, altho there will be no duplication of pictures.

Said sales chief Bob Rich: "Stations want smaller groups, all top-drawer pictures, and spaced out."

Two other interesting factors emerge in the AAP feature shuffle.

For one thing, the swing in philosophy is markedly like the sales philosophy in the TV feature field practiced by United Artists, which is now a guiding parent to AAP thru recent purchase arrangements.

For another, AAP will not lose any money in the switch, since the total revenue on the new streamlined packages is likely to equal the revenue that might have come in on bulk sales. Now AAP can play around with programming gimmicked to package the 200 ranked Warner oldies for low-cost sale to stations seeking them for special slottings.

NBC's Kine

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Sweden, for example, a "paper affiliation," tho they view affiliations with stations in Cuba and Mexico as legitimate.

But the web will not be able to sell stations outside the United States even if they are in the hemisphere as long as they are not among our Possessions. And, of course, the same rule applies to the CBS-TV network, which also has a large number of affiliations in Caribbean and South American countries.

Col. '58 Meet To Theme LP Anniversary

NEW YORK—Columbia Records' 1958 national sales convention will be held June 18-21 at the Waldorf-Astoria Hotel, scene of the company's LP introduction 10 years ago. Theme of the convention will be "Anniversary at the Waldorf." An incentive contest, whereby salesmen can win expense-paid trips for wives or other guests, has already been set by William Gallagher, national sales manager.

Contest perind extends from December 30, 1957, to May 31, 1958 Quotas nn sales of all Columbia products except phonographs will be assigned branches and distributors which will, in turn, assign portions of their allocated volume to all full-time managers, saiesmen and promotion men. District managers will approve eligibility lists submitted by branch or distributor executives. When a distrib qualifies by meeting its sales goal Columbia will pay all expenses of transportation, room and meals for the invited guests of eligible personnel.

Minimum sub-goals can earn partial payment of expenses, according to a scale established for sales achievements over 85 per cent. Since the award goes to distrib or branch on over-all performance, individual salesmen will share in it at the discretion of executive personnel. Therefore, a distrib earning but 50 per cent of its "guests' expense-payment" may choose to bestow the full treatment on those salesmen who met their individual quotas.

Substantially, the contest is the same as the company's 1957 "My Fair Lady" incentive program in 1957, for which occasion all distribs qualified for 100 per cent privileges.

AVAKIAN DENIES COLUMBIA EXIT

NEW YORK — Columbia exec George Avakian last week issued a complete denial of a story which appeared this mouth in the magazine "Downbeat" to the effect that he had purchased stock in World Pacific Records and had given Columbia Records his notice.

Avakian said he has already returned to work as Columbia's pop album artist and repertnire director, "altho on a limited basis because of my continuing convalescence from an illness which began more than two and a half months ago."

Cap Brass Back From Europe

NEW YORK—Capitol veepee Lloyd Dunn and J. F. Lockwood, chairman of Capitol's parent company, Electric & Musical Industries, Ltd., arrived here last week from Europe. Dunn returned from two weeks of conferences—centering about Capitol's recent acquisition of the Angel label—in Paris and London.

Following confabs with Capitol execs here, Lockwood will continue on to Hollywood this week for conferences with Capitol prexy Glenn E. Wallichs, following which he will embark nn a tour of E M I. holdings in New Zealand, Australia and South Africa.

Dunn was accompanied to Europe by two of Capitol's Hollywood execs—Louis Schurrer and Leo Kepler, both of whom are returning to the U. S., via Milan and Rome, where they visited with Angel recording artists.

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Indies Hit '57 Tape With 70% of Pop Single Hits

207 Disks Made Billboard Charts, Host of New Names Take Spotlight

HOLLYWOOD — The independent recording companies accounted for nearly 70 per cent of the total number of pop single hits during 1957, further widening the commanding lead they held during 1956, and the two-thirds majority they enjoyed during the first eight months of last year.

A recapitulation of The Billboard's best selling charts revealed that a total of 48 labels and 207 disks made the list, with four labels, Columbia, RCA Victor, Capitol and Decca, accounting for 60 records. Dot Records outdistanced both Capitol and Decca with 19 records, running a close third to Columbia with 21, and RCA Victor with 20.

Most revealing was the continued dominance of the pop business by rock and roll. While there were indications, especially during the last four months of the year, that r.&r. popularity may be waning, there was little question that r.&r. enveloped the field during the entire calendar year. The ability of relatively new labels to come up with a hit, however fleeting it may be, also was glaringly revealed.

Despite the attitude of some tradesters, notably indie distributors, that the pop business is already overcrowded with labels, the charts easily point out that there still is room for another hit. Such firms as Paris, Ebb, Keen, Baton and others have parlayed a pop hit into what today represents very substantial volume to the indie distributors, and while their success has not yet been measured over a long period of time, the distribs will undoubtedly pay cautious heed to their new product.

Columbia Tops With 21

Columbia Records tallied the greatest number of pop hits of any firm with a total of 21, adding six disks alone during the last quarter of the year. Only label to come close to Columbia's year-end spurt was indie Imperial Records, which notched five records during the last quarter for a total of 12 thruout the year. Columbia's hits were well distributed among several artists, with Johnny Mathis, Marty Robbins and the Four Lads each coming up with three disks, and two

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Merc Earmarks 400G Ad Budget for '58

Focus Package Item Push on Adult Mart Via National Consumer Mag Display

CHICAGO — Mercury Records last week retained Henri Hurst & MacDonald as its advertising agency and committed itself to a 1958 advertising budget of $400,000, by far the largest in its history. The move cues a reshaping of the company's entire promotion outlook.

About a quarter-million dollars, it was learned, is earmarked for ads in national consumer magazines. This budget is in approximately the same dollar bracket as those of the biggest ad spenders in the industry, RCA Victor, Columbia and Capitol, exclusive of the record club ads by those companies. Decca's expenditure is considerably lower than any of these, both in dollar volume and in proportion to its sales volume.

These ads will concentrate on pushing stable package items in the Merc Catalog to an adult market. Among the media being studied are Life, Esquire, the New Yorker, Harper's and the Atlanta

Another aim of the campaign is to solidify the company's "corporate image" in the public's eye. As an example, a new Mercury logo design will be introduced to the product, merchandising material, letterheads and even be used on company checks.

K. S. (Kenny) Myers, Merc promotion and advertising chief, will direct the campaign and serve as liaison with Henri Hurst & MacDonald. At the agency, Tim Morrow will supervise the account and

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M-G-M Starts '58 With 17 Albums

NEW YORK—M-G-M Records opens its 1958 package drive with a new release of 17 albums, comprising pop, spoken word and classical merchandise. The sets will be shipped to distributors on a six-month 100 per cent exchange basis.

Among the pop group are a new album by Joni James, called "Ti Voglio Bene (I Love You)," "Hi Fi," with Dick Hyman; "The Immortal Hank Williams," "Music Under the Stars," with Robert Ashley and his ork; "Berlin After Dark," with Peter Todd and his ork; "Y A D'La Joie," with Guy Luypaerts and his ork; and "When Lovers Meet," with Gary Alan and his ork.

Spoken word entries to be released as the Arcady series include recordings by Alec Guinness, Carson McCullers, Sir Ralph Richardson and William Faulkner. The classical line-up of four sets includes "Incidental Music for Shylock," by Faure and "Divertissement," by Lalo on one disk; piano selections "Sonata for Piano," "Granites," and "Episodes," played by William Masselos; "Organ Music by Modern Composers," played by Richard Ellsasser; and "Music by Gabriel Faure."

Westminster to Up XWN Series List to $4.98

NEW YORK—Effective February 1, Westminster Records will raise the price on the biggest portion of its classical catalog to $4.98 per disk. They have been selling at a suggested list of $3.98.

The move will not affect the diskery's pop or Laboratory series, but will apply to the "XWN" or "18,000" series. The pops will remain at $3.98, and the Lab issues at $7.50.

Am-Par Steps Up Sked With 22 LP's

NEW YORK—ABC-Paramount is releasing 22 new LP's and 11 EP's February 1, marking the start of the label's stepped-up production and merchandising program for package goods in 1958.

The new package program highlighted Am-Par's Eastern distributorship meeting here last Friday (10) which was attended by 29 distributors and all of Am-Par's top brass.

The new LP program, introduced by album sales and merchandising director Dewey Bergman Jr., calls for the 22 packages to be offered, via the label's successful "Lucky Seven" plan. For every seven LP's purchased, distributors receive an additional LP free—their choice of the label's entire catalog. The plan does not apply to EP's.

New packages include: "There's a Man in My Life" by Annette Warren, Meyer Davis Ork's "On With the Dance," "The Songs of St. Francis Sing," Don Costa's "Music to Break a Sub-Lease," "A Tribute to Fats Waller" by Martha Davis and Spouse, The Talbot Brothers of Bermuda," "Stan Wolnwic and the Polka Chips (111)", Valentino's "Stairway to

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Verve Splits LP, Singles A&R Set-Up

HOLLYWOOD—Verve Record last week re-organized its artist and repertoire set-up. Henceforth prexy Norman Granz will cut all of the label's LP's—pop, jazz, etc.—while Barney Kessel will supervise all singles.

Gil Garfield and Bunny Botkin, who are under contract to Verve as artists (as the Fraternity Brothers) and songwriters, will also handle a.&r. duties in the singles department, reporting to Kessel. However, the boys will have the authority to sign artists and record any artist on the label.

Verve's most recent artist pactee is Helen Grayco, Mrs. Spike Jones. A story in The Billboard last week erroneously quoted the price of Ella Fitzgerald's new album of Ellington tunes at $5.95. The de luxe double-pocket LP is tagged at $9.98.

CAPITOL'S TWO SUBSIDS BRINGS ROSTER TO NINE

HOLLYWOOD—Capitol Records launched two new subsidiaries last week, Capitol Record Club, Inc. and Capitol Records International Corporation, bringing the number of subsidiary firms under the parent organization to nine.

Officers of the club are Glenn E. Wallichs, president; Daniel C Bonbright and John Stevenson, vice-president; Robert E. Carp, secretary; Walter H. Theiss, treasurer and Thomas Davis, assistant secretary and treasurer.

Stevenson will direct the record club activities, including advertising, fulfillment, promotion and publicity co-ordinating his work with Bonbright, vice-president of administration and finance for Capitol Records, Inc.

Capitol Records International Corporation officers are Wallichs as president, Sandor A. Porges, vice-president and general manager; Richard H. Zahn, secretary, and Vaughn Burdick, treasurer.

CRIC will export to all the non-manufacturing associates of Capitol all of the firm's finished products. Included among these in addition to phonograph records (Capitol, Angel, Prep, Capitol of the World) is the firm's line of phonograph and tape recorder equipment. Capitol, a wholly owned subsidiary of Electric & Musical Industries, will thus be competing with EMI phono equipment in a number of markets abroad.

CRIC function is restricted to

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New Col. Exec Post for Grady

NEW YORK—Appointment of William F. Grady as Director of Manufacturing has been announced by Herbert Greenspon, Columbia Records executive vice-president. Grady will be responsible for manufacturing, manufacturing-engineering and purchasing in all domestic plant and foreign subsidiary locations.

Grady will also continue to administer Cryton Prevision Products, the Columbia operation having to do with production of non-recorded plastic products.

Gordon to Gen. Mgr. in Prep Exec Shuffle

HOLLYWOOD—Prep Records shuffled its top executives last week, naming Jim Gordon, former administrative manager, to the post of general manager. Move was disclosed by Glenn Wallichs, prexy of the label.

At the same time, Wallichs named Manny Kellem national sales manager of Prep, with headquarters in New York. Kellem's duties will include promotion as well as sales of the label.

Irv Jerome, formerly general manager of the label, resigned his post last week to join M-G-M Records as national sales manager.

NOT THE MUSICAL END, MAN!

Electronic Pipe Dreams Picture a Rosy Future

By BERNIE ASBELL

CHICAGO — With stereo tape getting a good toehold in the music market, and now the advent of a stereo record, the questinn is coming up everywhere: "Have we reached the ultimate?" or a variation: "Is this the end, man?"

Apparently, progress is not about to lay down and die, no more than it was with the invention of the wheel, or the success of the Wright brothers, not even to mention the flight of the sputnik.

At year's end, this is a good time to take a peek intn areas still uncharted and unconquered; perhaps a wild look into what the everyday stuff of Billboard stories may be a decade from now.

One dream, oot yet practical but certainly possible, is the stereo electronic seeing eye. This would be a record requiring no needle at all. It would be played by inserting a beam of light in the grooves, and making music by impulses reflected back from the grooves. No wear, no tear, no scratches. Just watch out for dust, which might be in the wrong key.

A lot of mahoffs have smoke-dreamed about the seeing eye LP, but nobody has speculated yet on the card-scanning system, unveiled here for the first time for anybody who wants it. This would overcome the wear-and-tear of records and the inconveuience of tape. It would enable a vest-pocket library of music. In the manner in which music is recorded on tape by magnetic impulse, it would be recorded in a series of parallel lines on small cards, about the size of the queen of spades. The card is inserted into a scan-recorder, where a playback head scans the lines, one after the other, just as TV pictures are created by scanning. For convenience, try to beat that. Just make sure you don't slip the card in the same vest-pocket as your magnet. That will stop the music.

Another possibility is practical enough so that one major juke box manufacturer is known to be experimenting on it now. We can call it the do-it-yourself music vending machine. This system, if successful, could aliminate the headaches of merchandise from the entire record industry. Music is recorded on a master tape placed in a kind of juke box. The customer inserts a small tape, about the size of a typewriter ribbon, plus a dime, or quarter or half dollar. The high-speed machine re-records the desired tune in a jiffy and drops it out to the customer. Thus, as hits get old, customers can turn over their own collection inventories by inserting

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Juke Hearings Off Until Feb.

WASHINGTON — Hearings on the O'Mahoney anti-juke exemption bill have been put off until February, due to the sudden death of Chauncey Carter, counsel for Music Operators of America. Carter was successor to Sidney Levine, MOA counsel who died last year.

Senator Joseph O'Mahoney (D., Wyo.), chairman of the Senate Judiciary Subcommittee on Patents, Trademarks & Copyrights, agreed to postpone the hearings on his anti-exemption bill until February 19, 20, and 21, in view of the loss of counsel to the juke box side.

Proponents of the O'Mahoney bill which would strike juke exemption clause from the 1909

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Stapp Takes Over KDKA Management

NASHVILLE — Jack Stapp, owner-manager of Tree Publishing Company, with headquarters here, and former program director of Station WSM, this city, has taken over the active management of Station WKDA here, as an associate of John Kluge and in the formal capacity of vice-president and general manager.

Stapp's oew affiliation will in no way affect the operation of bis publishing company. He will also continue to produce the coast-to-coast NBC radio "Grand Ole Opry" seg, sponsored by the R. J. Reynolds Tobacco Company.

Epic Names Hayum Natl. Sales Mgr.

NEW YORK—Walter Hayum, formerly general merchandise manager of Epic Records, has been promoted to the post of national sales manager for the label.

Hayum, who joined Epic in 1954 as Midwest sales manager, reports to Epic's general manager William Nielsen in his new post. He will headquarter in New York.

PAGING A HIT

B'dway Shows Sour On Singles in '57

• Continued from page 1

singles-wise on the above hit musicals, the record business also went out on a production limb with flop musicals last year, including "The Amazing Adele" (which closed out of town), "The Carefree Heart" (another out of town casualty), "Ziegfeld Follies," "Copper and Brass," Eartha Kitt's "Shinbone Alley," and "Rumple."

The "Rumple" score for example, had singles cut by Sylvia Sims, Al Hibbler, Four Aces and Richard Hayes.

In view of the all-out effort made by TV in the record field this year, the medium came up with surprisingly few best selling singles. Tommy Sands' "Teen-Age Crush," which he introduced on NBC-TV's Kraft Theater's "Singing Idol" drama, made the lists, along with Ricky Nelson's "Teenager's Romance" (debuted on the youth's family TV film series "Ozzie and Harriet"), Jill Corey's "Love Me to Pieces," (launched on a CBS "Studio One" drama) and Polly Bergen's "Helen Morgan" album from the "Playhouse 90" dramatization of the life of the late torch singer.

However, TV's record of "misses" in the record business, was considerably greater. The list (all of which involves at least one single and usually more) includes the aforementioned Rodgers and Hammerstein "Cinderella," and Dorothy Fields and Burton Lane's musical version of "Junior Miss" on CBS-TV.

NBC-TV missed the singles and LP sales boat, with "Ruggles of Red Gap" (score by Jule Styne and Leo Robin), Alec Wilder's "Pinnochio," "Pied Piper of Hamelin," and Kraft Theater's "Come to Me" with Julie Wilson. "Come to Me" might make it in 1958, tho via a new recording of the title tune by Johnny Mathis, a Billboard "Spotlight" this week.

The U. S. Steel show on CBS-TV missed the best selling category three times last year, via Patti Page's "Upbeat," Dorothy Collins in a musical version of "The Importance of Being Ernest," Duke Ellington's "A Drum Is a Woman," a musical version of Mark Twain's "Huck Finn" and "The Bottle Imp."

"Climax!," also on CBS-TV, spotlighted the payola racket with "Let It Be Me" featuring Jill Corey, and introduced another music-business plot with "Keep Me in Mind," featuring Johnny Desmond. Neither drama, tho, succeeded in putting over its respective plug disk in the singles market.

Meanwhile, the outlet in 1958 looks pretty dismal for many of the new shows starring record artists, with approximately half of them scheduled to go off the air at the end of their 13-week cycles in March, thereby cutting off a bonanza plug outlet for disk manufacturers and publishers.

House Hears ASCAP Critics This Term

WASHINGTON—House hearings on complaints about the distribution formula of the American Society of Composers, Authors, and Publishers would appear to be a certainty in this second session of the 85th Congress. Discussion is now under way between the House Small Business Subcommittee on Distribution, and the Judiciary Antitrust Subcommittee as to the when and how of hearings.

Altho a jurisdictional question was settled in favor of the antitrust group last session, in the matter of ASCAP distribution hearings, Rep. James Roosevelt (D., Calif.), chairman of the House Small Business Subcommittee said that if the Celler (D., N. Y.) group was unable to get around to hearings, he felt the matter would have to revert to the Small Business Subcommittee. (The Billboard, April 20, 1957).

In answer to a Billboard query last week (9) Roosevelt said that the specific complaints of those protesting the ASCAP formula cannot in all fairness continue to be overlooked. Roosevelt feels that unless the Antitrust Subcommittee can set a specific date for a hearing, he will feel it incumbent on him to schedule a day or two of hearings.

"The rights of these petitioners have to be safeguarded. They were promised a hearing last fall."

Spokesmen for the Antitrust Subcommittee say the matter is receiving the chairman's attention.

Latauska to Form Own Firm

HOLLYWOOD—Albert V. Latauska, general sales manager at Disneyland Records for the past two years, resigned his post with the diskery last week and announced the formation of a new record distributing company, the

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PUBBER ISSUES 4 NEW FOLIOS

HOLLYWOOD—Criterion Music embarked on one of its biggest publication promotion ever, with the release last week of four new folios.

Mickey Goldsen, president of the firm, disclosed the acquisition of selling rights to "Professional Composing and Arranging Methods" by Russ Garcia, and the publication of sketch books by Jimmy Giuffre, Gerry Mulligan, a second book by Errol Garner, and Laurindo Almeida.

Firm also acquired publication rights to a book of songs by Louis Armstrong, latter published by Joe Glaser's International Music Company.

Cap. to Deb. 3 'Music Man' LP's Plus Tape

HOLLYWOOD—In addition to the original-cast version of the Broadway musical, "The Music Man," Capitol Records will release two other LP's and a stereo tape package featuring music from the show.

Label will train its heavy promotion and sales artillery on all three albums, and altho no official release date has as yet been set by the company, field forces are already taking orders.

Original cast package will retail at a suggested price of $5.95, while the other two sets will be $3.98 albums. "Dance to Music Man" features interpretations of the show score by four bands, Glen Gray, Guy Lombardo, Pee Wee Hunt and Freddy Martin. Composer Meredith Willson conducts an instrumental version of the show in the third set.

Special bulk mailing of disk jockey samples from the original-

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Elektra Skeds 45 12-Inchers During 1958

NEW YORK—Elektra Records plans to release 45 new 12-inch LP's in 1958, 37 of which will be in the folk field. The package plan comes in the wake of Elektra's year-end report which shows sales more than doubled over those of 1956.

According to Jac Holzman, mahoff of the label, sales increases are due to wider distribution, discontinuance of the 10-inch LP line, and the success of such items in the line as Ed McCurdy's "When Dalliance Was in Flower," a series of LP's by actor-folk singer Theodore Bikel and successful disks by Susan Reed, Josh White and Flamenco guitarist, Sabicas.

Holzman also announced that Fred Hellerman, a member of the Weavers quartet, has been retained as Musical Director. Hellerman will supervise all folk disking sessions and will assist Holzman in other a.&r. chores. Also noted was the renewal packing of Bikel together with the signing of the Shanty Boys, folk singers Gene and Francesca and an Israeli musical troupe.

Holzman said all recording sessions for the past two years have been taped in stereo and many are now available on Elektra-Tapes and Dyna-Tapes. In keeping with the over-all expansion of the label, two additional floors of adjacent office space have been acquired.

Welk Buys Von Tilzer Catalog

NEW YORK—Bandleader and TV personality Lawrence Welk via his firm, Teleklew Productions, Inc., has acquired the Harry Von Tilzer Music catalog. The deal, long in the talking stage, was consummated here this week.

The Welk interests purchased the title as well as the catalog and the firm will continue to carry its original name. The selling price was $175,000. Among the more

(Continued on page 74)

Prestige 10% Dealer Disc't

NEW YORK — In line with what is becoming its official semi-annual policy, Prestige Records will offer dealers an extra 10 per cent discount on the entire line for one month starting January 15.

According to sales topper Bob Weinstock, this covers all 119 12-inch LP's in the regular line of modern jazz, plus the four recently issued 16⅔ r.p.m. disks. The deal will be offered thru regular Prestige distributors.

SCORES BRITISH-U. S. BAND EXCHANGE SET-UP

LONDON — Following recent criticisms of the Anglo-U. S. band exchanges here orchestra leader Johnny Dankworth, who walked away with almost every popularity poll this year, has come out with an attack on the way in which the whole business of exchange has been handled in the past. In an interview feature on the front page of "Melody Maker," Dankworth says he has refused an offer to take his team to the United States in exchange for the Glenn Miller Ork.

In giving his reason as "disgust" at the schedule offered him, Dankworth calls the exchange system a farce which has made the British Musicians Union a laughing stock for having agreed a set of unworkable conditions which they were then powerless to see carried out. He claims that American union insistence on concerts only for visiting British bands was a death-knell for the deal as far as the British were concerned, because, while jazz concerts were still big box office draws here they were almost extinct in America.

While repeating his interest in playing in America, Dankworth lays down three conditions which must be guaranteed before he would accept an offer to exchange for the Glenn Miller ork or any

(Continued on page 74)

TIME

THE WEEKLY NEWSMAGAZINE

MUSIC

"**The Beat of My Heart** (Tony Bennett, vocalist; Chico Hamilton, Art Blakey, Jo Jones, Billy Exiner, Candido, Sabu on drums; Columbia). Abetted chiefly by some wonderfully complex naked drum accompaniments, Singer Bennett launches his husky, finely pitched voice into an assortment of old favorites, makes them sound as strange and freshly minted as though they were written yesterday. The nervous, shifty-tempoed title song alone makes this one of the most intriguing vocal albums in months."

Time Magazine
Jan. 6, 1958

CL 1079

COLUMBIA RECORDS

Merc Sets 400G Ad Budget

• Continued from page 17

Jack Cavin will be account executive.

"One of Leaders"

"This step is our way," Merc Presy Irving B. Green told The Billboard, "of recognizing that we are one of the leaders in an industry that has come of age. The growth of LP sales has revolutionized the industry. A company like ours that has a huge catalog has something stable to promote, and this is the field where the small independent label can't compete, even if they can step out now and then with a hot single. The larger companies have grown beyond the stage of just having a hit today and hoping we have one tomorrow —just operating from day to day with no long-range planning."

The change in outlook, Green said, was enabled when LP sales in the past couple years grew beyond the 50 per cent mark in representing the entire industry's sales volume. It's in tune, he added, with the heavy ad budgets of hi-fi equipment manufacturers who are creating enormous numbers of new LP customers.

"They're selling the razors," Green commented, "and we're putting out the blades."

"Overture" Record

As an example of the potential of Merc's consumer campaign, Green cited the sales of the Minneapolis Symphony's "1812 Overture," a classical best seller for a year and a half. It has sold, he said, close to 400,000 copies.

"When you get up into figures like that," he said, "you've got something enormously profitable on your hands. You have to deal with it like any mass market item and promote it like one. Big sellers like that show the potential for all kinds of evergreen items in the company's catalog. When you've got a solid part of your business like that, you can promote it in a planned way."

"Just like Schenley whisky or Paris garters, we have to start selling a brand name. Sure, I know people don't buy records by brand name. But when you buy a garter, you buy a particular style that pleases you. When you buy a Mercury record, it's because you buy a style that you associate with our line—an artist like Patti Page or the Minneapolis Symphony."

The ad budget, Green concluded, is also a new recognition that the record industry has to step into the lion's den to compete for the entertainment dollar.

"MAKE BELIEVE WEDDING BELLS"
Dick Glesser—ARGO #5283
"EVER SINCE I MET LUCY"
Mark Stone—KAPP #205
"NOW"
Gordon MacRae—CAPITOL #3844
BOURNE-ABC MUSIC
136 West 52 St. New York 19

From Sweden the captivating
SWEDISH POLKA
Sam Goodwin on Capitol
Gene Winnfield on Dana
Leroy Anderson's
SLEIGH RIDE
100% Recorded
MILLS MUSIC, INC.

Franz Waxman's beautiful theme from the Warner Bros. production "Sayonara"
'KATSUMI LOVE THEME'
Morton Gould RCA Victor
Percy Faith Columbia
Leroy Holmes MGM
Frank Chacksfield London
M. WITMARK & SONS

To Head Col. Conn. Plant

NEW YORK — Joseph Mastimino has been appointed plant manager of Columbia Records Bridgeport, Conn., operations, according to an announcement last week by Herbert Greenspon, executive vice-president. Mastimino has been with the company 17 years.

Cap's 2 Subsids

• Continued from page 17

the 95 non-manufacturing associates of Capitol in 49 countries thruout the world. The parent company's international department will continue to contract with manufacturing associates in 31 countries, all of whom press records from Capitol tapes and masters.

Forges will continue as director of the CRIC International Department as well as vice-president and general manager of the new corporation with headquarters in New York.

Other subsidiaries of Capitol are Ardmore Music Corporation, Beachwood Music Corporation, Capitol Records Distributing Corporation, Capitol Distributors of Canada, EMI (U. S.), Ltd., Prep Records, Inc., and Capitol Publications.

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MUSIC PUBLISHERS & RECORD COMPANIES
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M-G-M Records
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1st RE-ORDER 170,000

Capitol

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WINNETON MUSIC CORP. 1619 Broadway, N. Y. C.

ON THE BEAT

RHYTHM & BLUES — ROCK & ROLL

By REN GREVATT

Please, don't anybody get the idea I don't like the rock and roll, the rhythm and blues, the big beat, the rockabilly or the hillbilly sound. I love em all and let's face it, at least 51 of these columns a year are dedicated to sounding the praises of same. All the same, the other day I got some distinct kicks at a Webster Hall recording session of the new Glenn Miller band.

There were no triplets, no echoes, no down-home guitar sounds. It was just like it might have been 18 years ago, with a smooth clean melody line developed by doubling clarinet and tenor sax, and the fine blaring passages of the brass with their familiar mutes and hats. The only difference was in the front man, a personable, self-assured gent and drummer of distinction, Ray McKinley.

The band was cutting its third LP for RCA Victor, just prior to an appearance on the Patti Page "Big Record" show on CBS-TV, to be followed shortly by a three-week tour of Great Britain, with an added 10 days on the continent. The Miller crew kicked off under McKinley's direction on June 6, 1955, 11th anniversary of D-Day, and is one of the very few since World War II to have been in the black from the first day out.

McKinley is not sure whether there will ever be another real heyday for the band business. "But when kids get to be 18 or so, many of them want something else than rock and roll," he says, "and we do our best to give them what they want." Its a logical point of view that points up the fact, tho some will deny it, that there can be co-existence of many kinds of music on the popular front, including not only the big beat, but cool and hot jazz, mood music and good, solid dance music as well, as exemplified by the Miller band.

Apparently, the band has had a good reception from many age levels. "Sure we draw many of the 'over 21' group who remembered Glenn's band, but weve played many college proms and high school dances as well," says McKinley, "and the high-schoolers are supposed to be the top rock and roll fans. Actually we feature about four rock and roll type numbers in our library, but the rest is in the Miller style, from the old book, as well as stuff arranged by Joe Crihari, who probably knows the Miller style better than any man around the scene today. And those school kids like us!"

McKinley took the helm of the Miller Army band in December, 1944, when Glenn Miller was lost in a cross-channel flight to France. After the war, he had his own band for about four years and later got into TV work in the New York area. Meanwhile, Tex Beneke, former Miller tenor sax man and vocalist, had the rights to the Miller name and library until 1950. When that band broke up there was an extended period of silence until the Miller motion pic came along to stir up a new wave of interest.

McKinley looks on the English trek, the first such tour by any American dance band there since the union exchange program took effect, as something rather special. "Itll be like going right back to the start of it all," McKinley declared. "These men weren't with us on that Army hitch, but I was there 13 years ago and it will be real kicks for me. Besides, we've got some great fans in Britain." The new Victor album, by the way, will be titled "Something Old, Something New, Something Borrowed, Something Blue," which stems from Miller's way of introducing medleys on his old broadcasts for the Chesterfield Supper Club. We say, more power to the Miller band and to Ray McKinley for reviving a great sound and for adding new interest to today's pop music whirl and to booker Jack Green of the Willard Alexander office for the smart merchandising and booking policy that's kept the band out front.

Hats off to Atlantic Records on the occasion of the diskary's 10th anniversary, observed in greater detail elsewhere in this issue. Atlantic's contribution to musical Americana is well known. It's no secret that the Atlantic crew, with their beards and Jaguars, are all great cats indeed. One of the Atlantic figures, it's understood, takes his regular

(Continued on page 78)

Miller Loses 'Roses' Suit

NEW YORK—An assignment of a renewal right of a time, prior to the last year of the original copyright period, by a co-author who subsequently died before the original period had expired, is not valid, according to a decision handed down this week by New York Federal Judge Frederick Van Pelt Bryan, in the case of Miller vs. Daniels.

Miller Music had claimed that Beo Black, a co-cleffer with Charles N. Daniels of the tune "Moonlight and Roses," had assigned to the firm his share of the renewal rights. Black died before the original period ran out. The question was whether or not the author's death invalidated his assignment of renewal rights.

It was brought out that the original copyright on the tune was secured by Villa Moret Music in 1925. In October 1946, Black assigned his partial renewal right to Miller Music, by extending to them a power of attorney to seek a renewal in his name at the proper

(Continued on page 75)

Victor Preps Contest for Miller Fans

NEW YORK — Concurrently with the release of its "Glenn Miller Carnegie Hall Concert" album this month, RCA Victor is launching a consumer contest with $6,000 worth of prizes, and another contest for disk jockeys.

The consumer contest is detailed on the inner sleeve of the Miller LP's, and a flap from this must accompany each contest entry. The company has printed a total of 100,000 sleeves, so that a quantity of loose sleeves, minus the record, may be distributed by dealers preferably to purchasers of the EP version of the package.

Contestants are invited to tell in 25 words or less the name of their favorite Miller recording, and why it is their favorite. The contest will run six months, with entries to be postmarked not later than June 30, 1958. Entries will be judged on

(Continued on page 74)

Mickey Mouse Club Line Cut To: $1.98 List

HOLLYWOOD — Disneyland Records will reduce the price of its Mickey Mouse Club line of LP's this week from $3.98 to a suggested list of $1.98.

Jimmy Johnson, vice-president of the company, disclosed the price reduction, pointing out that the company feels the sales potential of the line will be vastly increased, particularly with the rack jobber market.

Only two LP's are presently in the Mickey Mouse Club series, with the label expected to release approximately six more annually. New sets upcoming at the $1.98 price are "Hold On, Mouseketeers" and "A Walt Disney Song Fest."

Company policy is presently being revamped and will henceforth show the firm with three basic series: The Mickey Mouse Club line of singles at 98 cents and LP's at $1.98; the Disneyland series with all singles at 98 cents and LP's at $3.98 and $4.98, and the debut of a new, as yet unnamed label. Latter will feature new material that does not emanate from the Disney theatrical or television film product.

In the Disneyland line, record readers will be priced at $3.98 while motion picture or TV film sound-track product will be $4.98. Two new record readers are to be released shortly, "Snow White" and "Uncle Remus."

Johnson will temporarily take over the post vacated by the resignation of Sales Manager Al Latuska (see separate story), with Abe Glaser named to head up the firm's Los Angeles branch. Firm continues to expand its distribution abroad, said Johnson, with the label now represented in the Scandinavian countries, West Germany, Holland, France, England, Australia, New Zealand, Italy and Japan. Several deals are also pending in a number of South American countries.

Firm expects to release a total of 40 LP's during the year, Johnson said, with volume also expected to double last year's figures.

Morris Show Celebrates First Birthday

PITTSBURG, Kan.—The touring Philip Morris Country Music Show, which started out in Richmond, Va., January 6 a year ago, celebrated its first anniversary on the road with a backstage party for the personnel and local radio, TV and newspaper people at Memorial Auditorium here last Monday (6). John Bartlow, program director of Station KOAM, sponsored the celebration.

Despite floods, inclement weather and, more recently, the show's bus catching on fire in a parking lot, the troupe hasn't missed a scheduled date in its year on the road. Nearly 300 performances have been given in 20 States and the District of Columbia.

In addition to its regular nightly showings for the public, the Morris unit has been putting on extra performances at military bases and veterans' and children's hospitals, plus a regular weekly broadcast.

Carl Smith is back on the show, and recently added to the line-up were Jackie Moffitt and the Southlanders, vocal group. Others in the roster are Red Sovine, Mimi Roman, Ronnie Self, Shirley Caddell, Bun Wilson, the Tunesmiths (Tom Pritchard, Johnny Sibert, Sammy Pruett, Dale Poter), and Biff Collie, emcee. In the Southlanders unit are Norris Wilson, Bill Furness, Eddie Brady and Ronnie Drake.

Am-Par Steps Up Schedule

• *Continued from page 17*

Paradise," "Eydie Gorme Vamps the Roarin' 20's," "More College Drinking Songs" by the Blazers, "George Hamilton IV on Campus," Ferrante and Teicher's "Heavenly Sounds in Hi-Fi," "World War II Songs in Hi-Fi," "The George Sanders Touch," Burt Bales' "Jazz From the San Francisco Waterfront," Jackie and Roy's "Free and Easy," "Sing a Song of Basie" with the Count Basie rhythm section, "Jazz Concerto Grosso" with Gerry Mulligan, Bob Brookmeyer, Phil Sunkel and all-star ork; "The New Billy Taylor Trio," "The Oscar Pettiford Orchestra in Hi-Fi, Vol. II," "Jamaica Jazz" with Don Elliot Ensemble and Candido.

New EP releases will be from the Costa, Martha Davis, Wolowic, Eydie Gorme, Hamilton, Basie, and "Drinking Songs" LP packages.

The new LP program will be backed by an extensive advertising schedule—double that of last year—on both the consumer and the trade level. In addition to special window display material, which will be made available to qualified dealers, Am-Par is providing a permanent 15" by 18" shadow box LP display unit, which is electronically lit.

Also on the discussion agenda at Friday's distrib meeting were the label's new line of stereo tapes; rapid strides made by diskery in the singles field last year ("At the Hop" is No. 1 best-seller on the current charts, both pop and r.&b.) and the company's plan to put increased emphasis on sound—stereo, binaural and the "advent beyond high fidelity."

Speakers at the meet included prexy Sam Clark, sales director Larry Newton, artist and repertoire topper Don Costa, associate a.&r. director Creed Taylor, promotion-publicity director Natt Hale, veepee Harry Levine, fiscal auditing head Al Genovese, deejay contact and music publishing firms chief Irwin Garr, general production director Romeo Fabrizio, Hale's executive assistant, Rick Ward; East Coast rep Clayton Burdick, and Sid Pastner, in the newly created post of special national liaison rep.

Winners to Get EP Sales Folsom Awards

NEW YORK—RCA Victor will present the Frank M. Folsom Awards sometime in late February or early March of this year to the distributor exec of each of the label's eight regional offices with the greatest percentage increase in EP sales for 1957.

The awards, which will be made at a formal dinner here, were offered in conjunction with a "Double Your 45 EP Rate by 58" contest, launched by RCA Victor for its distributors, record managers and salesmen at the beginning of last year.

Salesmen of the winning distributors, who have been working on a quarterly plan, will receive the equivalent in cash of 10 shares of RCA Victor Common Stock based on the market value at that time. Prizes for the two top record managers will be an expense-paid vacation for two to anywhere in the world and a 1958 Thunderbird.

Prizes for the third quarter was a color TV set for the leading salesman in each of the eight regional offices. Salesmen of the winning distributors for this quarter are as follows: James J. Heffron, Morris, Syracuse; Joseph Diodato, D. & H., Harrisburg, Pa.; Jerry Weiner, Ohio Appliances, Cincinnati; Rosemary Fuller, Associated, Indianapolis; William E. Case, Sidles, Omaha; Robert Holt, McClung Appliances, Knoxville; Robert Dorn, Dulaney's, Oklahoma City; and Paul Portteus, Fidelity Electronic, Seattle.

Vox Expands Foreign Scope And Talent

PARIS—Vox Records has expanded its foreign scope during the past month, and also has stepped up its signing of new talent in several countries. Pactings indicate a new interest in standard popular fare by the label.

President George Mendelssohn, just returned here from a brief visit in the States, now claims direct representation of the Vox label in 36 countries, with disks being pressed in Japan. The classical catalog is now being produced and distributed in Spain thru Belter, Ltd. of Barcelona. New sales reps have been named in Viet-Nam and in Belgian Congo.

Vox, which has just completed the biggest year in its history, will continue to avoid the singles field in 1958, according to Mendelssohn.

A number of the new artists are British. These include pianist and combo leader Eddie Thompson, the Londonaires singing group, and thrush Ann Scott.

In the classical field, Mendelssohn signed the orchestra of Baden-Baden Radio, and a semi-exclusive deal with the London Symphony. These are additions to a roster that already includes the Bamberg Orchestra and the Pro Musica Orchestra of Stuttgart. Latter group is owned by Vox, and will take off in February for its first international tour under the direction of Van Remoortal.

The company also has signed Heinz Wallberg, a young German conductor.

Imperial Joins 98c Singles Bandwagon

NEW YORK — Imperial Records last week hiked the suggested list price of 45 singles to 98 cents, while Dot Records was expected to follow suit this week.

Mercury Records was the first label to follow RCA Victor's lead in upping 45 singles, with Verve Records a close second. Meanwhile, Kapp Records and Jubilee have indicated they will adopt the 98-cent tag for 45 singles in the near future. Still standing pat on the 89-cent price line at the writing were Columbia, Atlantic, Capitol, M-G-M, Decca, Cadence and Roulette.

'Fidelio' Set Decca Spotl't

NEW YORK — B[illegible]'s "Fidelio," the composer's [illegible] operatic work, comprises the [illegible] Decca Gold Label release of the month, set to hit the market Monday (20).

The dual-LP set has a deluxe book-style packaging with [illegible] color covers. Included are a full length libretto, liner notes, photos and artist biographies. Performers include sopranos Leonie Rysanek and Irmgard Seefried, tenor Ernst Haefliger and baritone Dietrich Fischer-Dieskau. The Bavarian State orchestra and chorus are directed by Ferenc Fricsay. A feature of the recordings is the addition of spoken dialogue by famous German actors, a process that proved successful in the label's previous "Magic Flute" operatic release

ATLANTIC RECORDS –a 10 year report

10TH ANNIVERSARY ATLANTIC RECORDING CORP.

THE SOUND OF THE FUTURE IS ON ATLANTIC TODAY

Ten years is a short time. Our anniversary almost came upon us unawares. But here we are: ten years, 425 records, 100 LPs and 109 EPs later.

We started as young collectors and jazz enthusiasts — and thought (naively, perhaps) that it would be a "ball" to combine business with our main source of pleasure in life. If the truth be told, we are still fans and amateurs — and hope that we'll never get so old that we'll change in that respect.

We've tasted success. We've had our hits — and we're going to scuffle for many more. Right now, however, we aren't thinking of our hits so much as we are of the many people outside our organization who made them possible. Our distributors, some of whom have been with us from the beginning, have done more than anyone to build our label's good name.

The kind of loyalty that the disk jockeys all over the country have shown us, in fair weather and foul, is a source of special gratification. Our bread-and-butter friends, the retailers and juke box operators, have kept us alive and healthy for a decade — and we are glad to be able to say "Thanks a million" in this way.

Atlantic has a large and distinguished artist roster that was not come by overnight. We are happy and proud that we have been able to keep these artists with us over a period of years. They truly make us the company we are — and the company we aspire to be.

In all kinds of ways, we are indebted to many people throughout the music industry. Our pleasant association with them makes us look forward with keen anticipation to another decade of progress.

Herb Abramson Ahmet M. Ertegun Herald Wexler Nesuhi Ertegun

How a label grew during one of the industry's liveliest ten-year periods.

How it started.

How it developed.

What it accomplished.

Where it's headed.

the atlantic records story

1948-1958

10 SWINGIN' YEARS

Atlantic and R&B Trend Developed Side by Side

- **The general public caught up with Atlantic's taste—blues and jazz—from the beginning**
- **New status of R&B seen in number of million sellers produced in past five years**

By GARY KRAMER

The chance meeting and ensuing friendship of three young jazz record collectors—Herb Abramson, Nesuhi and Ahmet Ertegun—must be considered the beginning of the Atlantic story, even tho it was not immediately the beginning of Atlantic Records. This meeting took place in Washington in the early 40's.

Nesuhi and Ahmet Ertegun, sons of the Turkish ambassador to the United States, in their teen-age years had assembled one of the largest jazz record collections in the world. Nesuhi was also known as a leading jazz critic at a time when jazz was considered a highly esoteric subject. These young men became the intimates of many jazz greats by holding perpetual open house for visiting musicians and by throwing frequent jam sessions in the embassy

The Erteguns also had many visitors who were jazz-record collectors. Among these was Herb Abramson, who was in government employ in Washington during the war years. Still another acquaintance who was a collector in those days was Jerry Wexler, who was later to join Atlantic as a partner.

Swingin' Concerts

Sometime after meeting the Erteguns, Herb Abramson helped them to bring their fabulous jam sessions out of the embassy and into a Washington concert ball. Jazz concerts in the early 40's were a novel undertaking. The Erteguns' Washington concerts were, in fact, among the first to be given anywhere outside New York The concerts were of much interest, due to the painstaking efforts of the young impresarios to assemble into all-star groups the outstanding jazz musicians who had interested them most as collectors.

In 1944 Abramson went into the Army and studied dentistry under the Army Specialists Training Program Discharged in 1946, he continued his dentistry studies, ultimately taking his degree, but on the side resumed his activities in the music field. Starting as a talent scout for National Records, Abramson gradually became more and more active in the firm and soon was appointed National's a.&r. chief. Billy Eckstine, Toni Arden, Joe Turner, the Ames Brothers, the Ravens, Charlie Ventura and Pete Johnson were some of the people that he recorded. "Open the Door, Richard" and "Sioux City Sue" were among bis hits.

The following year, Abramson decided to go into business for himself, and founded Jubilee Records. His first two records were gospel records. A little later be put out comedy and Yiddish records, several of which were very popular. For a man whose heart was in jazz and blues, this kind of specialized recording was too confining, and before the year was out, Abramson sold out to Jerry Blaine, who had become his partner a short time before.

The New Label

Ahmet Ertegun, who in 1947 was doing graduate work at Georgetown University, approached Abramson at this time and told him of his ambition to go into the record business. At that, the two erstwhile concert impresarios put their heads together and laid plans for a new label which they called Atlantic. Papers of incorporation were taken out in October, 1947, but the first records did not appear until early the following year. Offices were established in a two-room suite at the old Hotel Jefferson at Broadway and 56th Street, on the site of the present Mutual of New York Building, with Mrs Herb Abramson (now Mrs. Fred Bienstock) handling all administrative work.

For all Atlantic's later identification with the rhythm and blues field, it is important to remember that it did not set out originally to be a manufacturer of r.&b. records. Herb Abramson and Ahmet Ertegun were jazz and blues collectors as teen-agers, and as young businessmen, it was their ambition to produce those kinds of records. Most of their first records were instrumental records and by 1948 standards would be called jazz—and of the modern variety! The Boyd Raeburn, Eddie Sabranski, Erroll Garner, Joe Morris and Tiny Grimes bands were among the first that Abramson and Ertegun recorded Morris was then fresh out of the Hampton band, and Grimes, who had been active on 52d Street during the years of bop's inception, had just won a Metronome magazine poll.

Race Record Era

True, Atlantic, from the beginning, produced a number of so-called race records, but it must be borne in mind that up to this time, and later, almost all jazz records produced by Negro musicians were lumped in this category along with the more unsophisticated material recorded by Negro singers and instrumentalists. The early King Oliver and Bessie Smith recordings (now considered jazz) were called race records, and in 1948, instrumentals by Lester Young and Don Byas, and vocals by Sarah Vaughan and Billie Holiday were still being called race records. By the same token, Atlantic's first jazz records, because they were made by Negroes fall willy-nilly into this category.

Because of the intimate connection of jazz and blues, and the overlapping of jazz and race records, jazz collectors of the pre-1950 variety were very much aware of all facets of the Negro music picture, including both the thoroly commercial and the more esoteric jazz aspects. The collector background of Abramson and Ertegun helps to explain a great deal of their later achievement.

No sooner had the new company incorporated late in 1947 than it had to face a serious crisis. James Petrillo, bead of the musicians' union, announced a permanent recording ban, effective January 1, 1948. This necessitated doing some very fast work in the last weeks of 1947 before the ban set in. The company felt forced to spend almost all its capital in order to have enough material to last thru the ban, which most industry observers thought would probably go on for at least a year.

$15,000 Gamble

In addition to jazz and blues records, the company carried thru a project late in 1947 that is noteworthy—the production of an album (on 78 r.p.m.) entitled "This Is My Beloved," a reading of the famed book of love poems by Walter Bentoo. Vernon Duke was commissioned to write an original score of background music. A large orchestra and chorus were put together by Lehman Engel for the recording dates. It was a big project for a new com-

(Continued on page 38)

Atlantic A&R

AUTHENTIC TOUCH

By PAUL ACKERMAN

American popular music today is truly American. Its basic song material is derived not only from the usual Broadway haunts, but from literally bundreds of writers in the 48 States. The artists—the singers and musicians who make it big—also come from virtually every nook and cranny of this broad land. Broadway, Hollywood and Chicago are segments of the whole, but they are only segments.

This picture of a many-faceted pop music and record business has developed rapidly in the past five years. Today the pop field is three-dimensional whereas years ago it bad a flat sameness.

The Atlantic Contribution

Several labels played major roles in developing this "in depth" pop music field, and one of the outstanding is Atlantic. Its great contribution to the pop field, therefore has been the capacity of its artists and repertoire executives to tap basic American song material; to find and develop artists qualified to handle this repertoire, and to arrange and record it in a manner acceptable to the broad mass of pop record buyers.

Atlantic's chief contribution, then, has been uniquely on the artist and repertoire level.

The a&r function is a broad one, and different executives view it in different ways. It is most creative and most profound when its product—the record—has sociological meaning. In brief, when the product reflects the culture of the people.

The Scene Enriched

The Atlantic a&r operation has brought to its record product this quality of authenticity, arranged in such a manner as to facilitate its entry into the main pop stream Any number of the label's disks and artists will bighlight this point.

For instance, there's Joe Turner, one of the great blues singers with a rich Kansas City tradition, who has been developed to the point where he has mass pop appeal There's Ray Charles, steeped in the blues and the spiritual, and bringing to the pop market a true touch of the American musical heritage. And there are LaVern Baker, Ruth Brown, Chuck Willis and many others, some of them jazz-oriented and all of them enriching the scene.

It is most interesting and indicative that RCA Victor's Elvis Presley and Sun's Jerry Lee Lewis are keen students of such Atlantic artists as Ray Charles. Presley, for instance, has recorded songs written by Charles, such as "I Got a Woman." Lewis is known to be an aficionado of Charles' piano style. These are but two instances of a trend scarcely remarked upon as yet—that is, the great effect a label like Atlantic bas had upon the country field, the absorption of rock 'n' roll by the country field, and the subsequent contribution of rockabilly to the pop field.

Vital Period for Music

So, it is that American pop music today, despite the attacks upon it, is in its most vital period. It most broadly reflects the diverse elements making up Musical America. It is rich and fresh in sound and in content.

And to Atlantic, whose a&r men and arrangers have done so much to bring freshness and excitement to a once-pallid field, whose staffers have remained record collectors at beart, we can only urge: Never lose that touch!

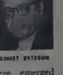
SONIC CINCH

Great Sound Is No Great Secret

- **Atlantic applies polish to down-to-earth materials**
- **Strong, clean rhythm sound is important ingredient**

By AHMET ERTEGUN

Atlantic Records was started in the fall of 1947 We knew when we started that a record ban was impending, so our first recordings were done in a hurry and we tried to record enough to weather our first year in business. Most of what was cut then and released during 1948 was jazz and blues-oriented instrumental music.



AHMET ERTEGUN

We had no stars and no particular sound, but out of the many sessions there emerged three instrumental groups (Joe Morris, Tiny Grimes and Frank Culley) that gave us several minor rhythm and-blues hits. And these hits kept Atlantic in business in its earliest stages. But more important, it is while working with these bands that we began to develop what was to be our sound.

These basically jazz combos had to be channelled into a blues direction. We had always felt that there existed not only in the South but thruout the country a thirst for the blues unconscious or unawakened, but there, nevertheless. Following this premise (which was based on several national successes prior to the inception of Atlantic for example, "The Honeydripper" and "Real Gone Guy"), we tried to get an authentic blues feeling from these essentially sophisticated groups.

What we did manage to achieve was something like the authentic blues, but cleaner, less rough and perforce more sophisticated. The first important vocalist whom we signed, Ruth Brown, also was not a country blues singer, but a jazz and pop singer who had in her childhood been exposed to gospel, and to a lesser extent, to blues music.

Wider Appeal

It was not altogether unpredictable that this combination of polished performance and down-to-earth blues material should produce records which would have an appeal beyond the traditional and limited rhythm and blues market. We certainly were not the only firm which had success with this formula. However, other companies relied on hits based on especially great commercial material r... of the per-

(Continued on page 39)

A LOOK AT LP

Jazz First -- Now Phase 2 Begins

- **The Jazz-First policy has paid off for Atlantic**
- **Now, the label is ready to broaden its horizons**

By NESUHI ERTEGUN

When, several years ago, Atlantic created an LP department and asked me to direct it, the first important decision was what form of music to record at the outset. It was decided that, should the LP come to occupy the major role in the record industry it has, Atlantic's LP program would gradually cover every phase of music. At the beginning, however, the choice was between starting a general catalog—a few examples of every kind of music—or a specialized catalog. We would limit LP recording to one form of music and record this form extensively. We would only begin to broaden the scope of the entire program when the label's LPs were firmly entrenched, and we had accumulated an important catalog in that single form.

NESUHI ERTEGUN

Why Jazz?

We decided on a specialized catalog ,and we specialized in jazz. There were several reasons for choosing jazz: a growing interest in it not only in the United States but all over the world plus the belief that an LP should be of lasting interest. Jazz had precisely those qualities which would allow repeated listening. Furthermore, we realize that much was to be done in jazz that nobody was doing. There were, naturally, personal considerations as well. My own interest in jazz went back more than 20 years. I had been an active collector of jazz records since the 30's. It's true that I also collected classical records and vaudeville records, in fact, every type of record. Record buying is a disease I've had all my life, but I felt there was a more immediate need to record jazz than any other form.

A Rich, Diverse Tradition

Even today, many people who should know better are not aware of the richness and diversity of the jazz tradition. Nor do they realize that this tradition has produced artists of the highest creative order, both in the past and now. We decided that our LP program should include such artists, and make it possible for them to present their works as composers or performers to the jazz audience.

All this sounds terribly noncommercial, exclusive and of limited interest. Actually, it isn't so! True, a jazz LP doesn't sell like a single record, but if it's good it will keep selling for years. Its audience is not limited to the United States or to English-speaking countries. It has a tremendous potential audience thruout the world. The sounds of jazz have captured the imagination of the youth of the world, as recent tours by famous American jazzmen proved. At the Atlantic office, we regularly receive mail from practically every country, and it is always about jazz. The eagerness and hunger for jazz abroad is really startling and impossible for the outsider to conceive. Today, Atlantic LP's are available thru our foreign distributors on every continent, and there is no doubt that this world-wide audience will continue to grow.

Who to Record?

When our jazz LP policy began, we naturally attempted to record those musicians who, in our opinion, had much to say and had not been given the opportunity to say it. Many of these wrote or played along experimental lines. But the experimenters of yesterday, if they have real talent, become the established stars to today. And we did not discourage experimentation; rather, it was the contrary. Soon, thru all sort of good fortune, Atlantic was in the happy position of recording some of the greatest names in jazz, all of them serious and dedicated artists. And those names will become increasingly well known: Lennie Tristano, Charles Mingus, Chris Connor, Wilbur de Paris, Shorty Rogers, Jack Montrose, Teddy Charles, Lee Konitz, Phineas Newborn, Bill Russo, Joe Castro and many others. There were many difficult recordings sessions with these innovators. Too, there were some amazing experiences, such as the Modern Jazz Quartet's first LP for us, when they recorded the entire *Fontessa* album, a best seller both here and abroad in less than two hours. To work with musicians like those listed above, and with John Lewis, the immaculate composer-pianist-musical director; or Milt Jackson, who instinctively creates jazz with every phrase; or Jimmy Giuffre, who goes forward into the deepest jazz tradition; or the incredible Ray Charles, whose musical talents have no boundaries. To work with such artists is a continuously interesting and often fascinating occupation.

The Next Phase

The first phase of Atlantic's LP program is now over. Of course, while concentrating on jazz, we also recorded other types of music: a show-tune series by two acknowledged masters, Mabel Mercer and Bobby Short; a rock 'n' roll LP series with Atlantic's great blues singers, as well as other projects like *This Is My Beloved* or Shakespeare's *Romeo and Juliet*. We now plan to widen

(Continued on page 41)

THE NEXT MOVE

Atlantic Drives For Major Status

- **Not content to be a solid indie, the firm aims for the very top**
- **Classical line and recorded tapes are projected for the coming year**

By BILL SIMON

Atlantic, like every legitimate independent record company, aspires to the status which the trade has termed major. And it aspires to all of the depth, diversification, stability and prestige which that term implies.

Atlantic's trade-wise executives constantly have been aware of their position in the over-all industry, from the earlier years in which it was exclusively a rhythm and blues company. It has been their ambition from the start to build to major status, and their course has been shrewdly calculated, steadily traveled. The company's rate of growth indicates that its dream may be fulfilled in the not-too-distant future.

What Determines a Major?

Actually, to the Atlantic hierarchy, major status is determined by, realistically, (1) total billing, (2) all-around steadiness of catalog sales, (3) distribution strength and (4) artists name power.

In terms of billing, Atlantic may be considered just about home. Currently it rates among the top dozen firms. Its growth has been phenomenal. In 1956, billings were at least 50 per cent ahead of 1955, and 1957 is close to double 1956.

In forging ahead, the company, like any other, first would like to see itself win a larger share of the singles market. Year by year it has seen its basic plateau, its average sale for a non-hit record, increase steadily. It now can guarantee a comfortable volume of business even in a period when it has no single hits riding.

Phenomenal Growth

In the area of standard catalog, here again the growth has been phenomenal, as planned. In the early years, there were several stabs at stable catalog items, but the press of keeping up with the demand for singles kept its personnel from concentration on packages. Nevertheless, the first album, "This Is My Beloved," produced by president Herb Abramson, at a high cost (for the young company) and a big risk since this was "off-beat repertoire" has been a huge seller over the years. And in several years of non-specialization, Atlantic found itself with a line of more than 100 10-inch LP's and EP's, in the jazz and night club specialty idioms.

Then, in January, 1955, Nesuhi Ertegun, brother of founder-vice-president, Ahmet Ertegun, and a jazz expert of long standing, left his post with Contemporary and Good Time Jazz on the Coast, and joined Atlantic as veepee in charge of jazz and albums. Working with his characteristic thoroness, distinctiveness, understanding and love for materials, Ertegun steadily but quickly built Atlantic's LP line into one of the top indie catalogs from the standpoint of regular, unfailing sales action and acceptance.

Ertegun streamlined and converted the old catalog, added an impressive roster of top name talents in the jazz and nitery fields, and gave the product a unique tone in its cover art, its careful programming, and its accurate documentation. The currently active catalog lists 75 12-inch LP's and over 100 EP's, in

(Continued on page 39)

ATLANTIC RECORD ARTISTS

La Vern Baker

The Bobbettes

Ruth Brown

Ray Charles

The Clovers

LA VERN BAKER

LaVern Baker had big eyes for the bright lights from her earliest childhood. Long before she was old enough to get a cabaret license in Chicago, she had attracted the attention of George and Mabel Woods, Windy City nitery owners. On LaVern's 17th birthday, they signed her to a contract and brought her into the Club DeLisa.

From Chicago LaVern went to the Flame Show Bar, Detroit, where she again was a sensation. The manager, Al Green, brought her in for two weeks, and not only held her over, but signed her to a personal-management contract and began long-range plans for her career. Green was her manager until his death, December 18, 1957.

LaVern toured with the Todd Rhodes band and then decided to try her luck abroad. After six months in Europe, she returned to the U. S. and signed with Atlantic.

Early waxings, like "Soul on Fire" and "How Can You Leave a Man Like This?" already show her mature style—full-throated, vibrant belting with a sexy tease. By 1956 (with the release of "Tweedlee Dee") LaVern had become one of the top three most highly paid singers in the rhythm and blues field. She followed "Tweedlee Dee" with other smashes like "Still," "Jim Dandy" and "The St. Louis Blues."

THE BOBBETTES

The Cinderella story of the music business in 1957 is the story of the Bobbettes. Ages 12 to 14, the five girls were still in P. S. 109 in New York when they collaborated on a tune ("Mr. Lee") and naively decided that they had a hit and were going to have it recorded. They visited the Atlantic offices one day and ran thru the tune with the confidence of the completely inexperienced.

The Atlantic execs were amazed at the quality of their tune and decided that they had come upon a hit. The tune, "Mr. Lee," was written by the girls as a gag about the principal of their school.

Once "Mr. Lee" got off the ground the Bobbettes got offers for club dates and TV. In September, they went along on the "Biggest Show" with LaVern Baker and Clyde McPhatter.

The Bobbettes consist of two sisters, Jannie and Emma Pought, Heather Dixon, Helen Gathers and Laura Webb.

RUTH BROWN

Ruth Brown was born in Portsmouth, Va., January 30, 1928, the daughter of a church choir director. Her earliest memories revolve around singing spirituals and hymns under her father's direction. This experience is still plain in Ruth's singing style. The "church" touches add something very distinctive to her whole vocal approach.

In 1948, she landed a job with the Lucky Millinder band.

Blanche Calloway (Cab's sister) heard Ruth at Washington's Crystal Caverns and agreed to become her personal manager. Miss Calloway brought Ruth to the attention of Atlantic Records execs and arranged a debut for Ruth at New York's Apollo Theater that was to take place October 29, 1948. While driving to New York for the date, they had an accident and for months Ruth was laid up in a hospital in Chester, Pa., with serious internal injuries and two broken legs.

When Ruth left the hospital, she wore leg braces and faced $5,000 in medical bills. Ruth's first act was to keep her date with Atlantic. Out of that first session came "So Long," the first of a long line of hits.

Ruth, long known as Miss Rhythm, has had more hits in the past seven years than any other female blues singer in the business: "I'll Get Along Somehow," "Teardrops From My Eyes," "5-10-15 Hours," "Mama He Treats Your Daughter Mean," "Lucky Lips" and on and on. Her record fame has kept her in constant demand for club and theater dates.

RAY CHARLES

Ray Charles is a blues singer who has carried on, and magnificently added to, a great musical tradition. At 26 he has already given ample reason to link his name with the fabled blues singers of the past.

Ray is a Southerner and his music is Southern, as the blues and the gospel songs are its two principal ingredients. He was born in Albany, Ga., but taken as a baby to Greenville, Fla. At the age of 6, illness left him blind. At a school for blind children in St. Augustine, Fla., he was given a chance to study music.

When Ray was 15 both parents died. Orphaned and without a relative in the world, he got jobs right away in a variety of bands in Florida. Within two years, he had an enviable reputation as a sideman. He was also learning how to write, arrange (in Braille) and sing. At 17, Ray organized his first trio.

Ray Charles signed with Atlantic in 1952 and his Atlantic records have played a big role in his career. His first record was "Roll With My Baby." "I Got a Woman" was the first big national hit for him. "Hallelujah, I Love Her So," "Ain't That Love" and "Swanee River Rock" are other smashes of the past two years.

THE CLOVERS

At a time when the average life expectancy of a vocal group is very short, the sustained popularity of the Clovers is a phenomenon. The group was a success from its very first Atlantic recording, "Don't You Know I Love You," backed with "Skylark," which harks back to 1950.

The five singers in the group are John (Buddy) Bailey and Billy Mitchell, lead tenors; Matthew McQuater, second tenor; Harold (Hal) Lucas Jr., baritone, and Harold Winley, bass. Bill Harris, the group's great guitarist, rounds out the unit.

All six members hail from the Washington-Baltimore area. They are long-time friends who began singing together while still in high school. Turning pro just sort of happened for them after impresario Lou Krefetz discovered them. Krefetz has managed them during their whole career.

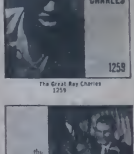
The present-day Clovers are the original Clovers augmented by one additional voice, Billy Mitchell, who was added in 1953. The Clovers' third record was "One Mint Julep," one of the biggest r.&b. records of the decade. Other of their big hits are "Here Goes a Fool," "Love, Love, Love," "Yes, It's You," "I Played the Fool," "Lovey Dovey," "Middle of the Night," "Blue Velvet," "Little Mama" and "Devil Or Angel." Sales of their records now far exceed 5,000,000 copies.

a 10 year report —

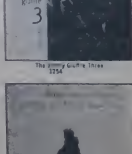
ATLANTIC LPs

THE NAMES · THE SOUNDS · THE PACKAGING THAT MADE RECORD HISTORY!

The Modern Jazz Quartet
1203

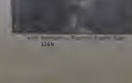


The Great Ray Charles
1259



The Jimmy Giuffre Three
1254

Chris Connor Sings The George Gershwin Almanac of Song 2-8401


Lava
1249

In a few short years Atlantic has built a large LP catalogue of permanent value. The first Shorty Rogers, Chris Connor and Modern Jazz Quartet albums are selling as well today as they did when first released. Our jazz LPs and those of our pop and specialty artists like Mabel Mercer and Bobby Short give every sign of retaining an indispensable niche In their fields.

We have been complimented on the quality of our hi-fi sound reproduction and on the imaginative album covers of our line. In future, we'll outdo ourselves to push our standards yet higher. The range of our catalogue is expanding rapidly, but **quality recording and packaging** will continue to be our single goal.

THE ATLANTIC LP CATALOGUE

2-12" LP Ds Luxs sets

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E-402 THE ART OF MABEL MERCER

The 1200 Series

1215 SHORTY ROGERS & HIS GIANTS—THE SWINGING MR. ROGERS
1216 MABEL MERCER SINGS COLE PORTER
1214 SONGS BY BOBBY SHORT
1218 PAUL BARBARIN & HIS NEW ORLEANS JAZZ
1215 DAVE PELL OCTET—JAZZ & ROMANTIC PLACES
1217 LEE KONITZ WITH WARNE MARSH
1219 TED STRATER'S NEW YORK
1218 WILBUR DE PARIS & HIS NEW NEW ORLEANS JAZZ
1220 TONY PAUSCELLA
1221 GEORGE WEIN SINGS—WEIN, WOMEN & SONG
1222 ALEC TEMPLETON—THE MAGIC PIANO
1223 JACK MONTROSE WITH BOB GORDON
1224 LENNIE TRISTANO
1225 JESS STACY & THE FAMOUS SIDEMEN—TRIBUTE TO BENNY GOODMAN
1226 BETTY BENNETT—NOBODY ELSE BUT ME
1227 ERROLL GARNER—THE GREATEST GARNER
1228 CHRIS CONNOR
1230 THE TEDDY CHARLES TENTET
1230 BOBBY SHORT
1231 THE MODERN JAZZ QUARTET—FONTESSA
1232 SHORTY ROGERS & HIS GIANTS—MARTIANS COME BACK
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1234 JOE TURNER SINGS KANSAS CITY JAZZ—THE BOSS OF THE BLUES
1235 PHINEAS NEWBORN—HERE IS PHINEAS
1236 CY WALTER PLAYS RICHARD RODGERS COMPOSITIONS—RODGERS REVISITED
1237 THE CHARLES MINGUS JAZZ WORKSHOP—PITHECANTHROPUS ERECTUS
1238 THE JIMMY GIUFFRE CLARINET
1240 CHRIS CONNOR—HE LOVES ME HE LOVES ME NOT
1241 BILL RUSSO—THE WORLD OF ALCHA
1242 MILT JACKSON—BALLADS & BLUES
1243 SYLVIA SYMS SINGS
1244 MIDNIGHT AT MABEL MERCER'S
1245 PATTY McGOVERN & THOMAS TALBERT—WEDNESDAY'S CHILD
1246 LARS GULLIN—BARITONE SAX
1247 THE MODERN JAZZ QUARTET AT MUSIC INN—GUEST ARTIST: JIMMY GIUFFRE
1248 DAVE PELL OCTET—LOVE STORY
1249 THOMAS TALBERT—BIX DUKE FATS
1251 AL HIBBLER—AFTER THE LIGHTS GO DOWN CITY
1252 THIS IS MY BELOVED
1253 WILBUR DE PARIS AT SYMPHONY HALL
1254 THE JIMMY GIUFFRE 3
1255 JOE MOONEY'S SONGS—LUSH LIFE
1256 CAROL STEVENS—THAT RASIN DOLL
1258 LEE KONITZ INSIDE HI-FI
1259 THE GREAT RAY CHARLES
1260 THE CHARLES MINGUS JAZZ WORKSHOP—THE CLOWN
1261 DIXIELAND AT JAZZ, LTD
1262 BOBBY SHORT—SPEAKING OF LOVE
1263 FRANCES WAYNE—THE WARM SOUND
1264 JOE CASTRO—MOOD JAZZ
1265 THE MODERN JAZZ QUARTET
1266 WILBUR DE PARIS PLAYS & JIMMY WITHERSPOON SINGS—NEW ORLEANS BLUES
1267 JOHN LEWIS & SACHA DISTEL—AFTER-HOUR IN PARIS
1269 MILT JACKSON—PLENTY, PLENTY SOUL

The 8000 Series

8001 THE GREATEST ROCK & ROLL
8002 LA VERN
8003 CLYDE MC PHATTER & THE DRIFTERS
8004 RUTH BROWN
8005 JOE TURNER
8006 RAY CHARLES
8007 LA VERN BAKER
8008 IVORY JOE HUNTER
8009 THE CLOVERS
8010 ROCK & ROLL FOREVER
8011 GEORGES BRASSENS—HIFI SOUNDS FOR YOUNG PARISIANS
8012 MAC-KAC & HIS FRENCH ROCK & ROLL
8013 DANCE THE ROCK & ROLL
8014 CHRIS CONNOR—I WISH YOU SO

Almost all of the LP's above are available on EP • Write for complete catalogue

The Charles Mingus Jazz Workshop — The Clown 1260

Martians Come Back 1232

a VERY GOOD 8002

Bobby Short 1200

Frankie Laine Sings Mario Lanza 1268

ATLANTIC

157 West 57th Street, New York 19, N. Y.

the ATCO story

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Started two years ago, to provide a showcase for new talent, Atco has rapidly carved a permanent place for itself in the American record industry.

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Headed by Herb Abramson, president and co-founder of Atlantic Records, Atco is and will continue to be an important chapter in the Atlantic Record story.

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#105

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#104

THE FABULAIRES
While Walking
No No
#103

JAY HOLLIDAY
Wang Dang Doo
Tell Me Why
#102

THE GLOWTONES
Ping Pong
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EAST WEST

a 10 year report — ARTISTS OF ATLANTIC

10TH ANNIVERSARY ATLANTIC RECORDING CORP.

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5-10-15 Hours
Mama, He Treats Your Daughter Mean
Oh What A Dream
Lucky Lips

Congratulations and continued success.

RUTH BROWN

CONGRATULATIONS BEST WISHES CONGRATULATIONS BEST WISHES CONGRATULATIONS

Chains Of Love
Honey Hush
Shake, Rattle And Roll
Corrinne Corrina

Congratulations on your 10th anniversary.

JOE TURNER

CONGRATULATIONS BEST WISHES CONGRATULATIONS BEST WISHES CONGRATULATIONS

It's Too Late
Jeanie
C. C. Rider
Betty And Dupree

Heartiest congratulations.

CHUCK WILLIS

CONGRATULATIONS BEST WISHES CONGRATULATIONS BEST WISHES CONGRATULATIONS BEST WISHES CONGRATULATIONS BEST WISHES CONGRATULATIONS BEST WISHES CONGRATULATIONS BEST WISHES CONGRATULATIONS

Don't You Know I Love You
One Mint Julep
Good Lovin'
Lovey Dovey
Love, Love, Love

What can we say, but 'Thanks' and 'Good Luck'

THE CLOVERS

10TH ANNIVERSARY ATLANTIC RECORDING CORP.

a 10 year report —

ARTISTS OF ATLANTIC

Tweedlee Dee
Jim Dandy
The Game Of Love
St. Louis Blues

It's been fun.

LA VERN BAKER

CONGRATULATIONS BEST WISHES CONGRATULATIONS BEST WISHES CONGRATULATIONS

Honey Love
Seven Days
Treasure Of Love
Long Lonely Nights

I wish you many, many more years of success in the music business.

CLYDE McPHATTER

CONGRATULATIONS BEST WISHES CONGRATULATIONS BEST WISHES CONGRATULATIONS

It Should've Been Me
I've Got A Woman
This Little Girl Of Mine
Hallelujah I Love Her So
Swanee River Rock

I'm looking forward to a lot more records—and a lot more laughs—with you.

RAY CHARLES

Mr. Lee
Speedy

Thanks for everything. Best wishes on your anniversary.

THE BOBBETTES

CONGRATULATIONS BEST WISHES CONGRATULATIONS BEST WISHES CONGRATULATIONS BEST WISHES CONGRATULATIONS BEST WISHES CONGRATULATIONS BEST WISHES CONGRATULATIONS

a 10 year report—

ARTISTS OF ATLANTIC

10TH ANNIVERSARY ATLANTIC RECORDING CORP.

Adorable
Steamboat
I Gotta Get Myself A Woman
Hypnotized

We are very happy to be able to celebrate your 10th anniversary with you.

THE DRIFTERS

CONGRATULATIONS BEST WISHES CONGRATULATIONS BEST WISHES CONGRATULATIONS

The Little Blue Man
Winter In Miami

Congratulations! I look forward to a long and happy association with you.

BETTY JOHNSON

CONGRATULATIONS BEST WISHES CONGRATULATIONS BEST WISHES CONGRATULATIONS

I Miss You So
The George Gershwin Almanac Of Song

The pleasure was mine. Congratulations!

CHRIS CONNOR

It May Sound Silly
A Tear Fell
Since I Met You Baby
Empty Arms

These have been fabulous years. Here's to another decade of hits!

IVORY JOE HUNTER

CONGRATULATIONS BEST WISHES CONGRATULATIONS BEST WISHES CONGRATULATIONS BEST WISHES CONGRATULATIONS BEST WISHES CONGRATULATIONS BEST WISHES CONGRATULATIONS

Keep Swinging Atlantic!

There's no business like SHAW business

SAC

SHAW ARTISTS CORPORATION

NEW YORK CHICAGO HOLLYWOOD

Congratulations TO ATLANTIC RECORDS ON ITS 10th ANNIVERSARY

Covering the Markets that Do 26% of the National Volume

NEW YORK
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ATLANTIC
ATLANTIC
ATLANTIC
DETROIT
LAKE ERIE
PENNA
NO OHIO

FROM THE WORLD'S LARGEST INDEPENDENT RECORD DISTRIBUTOR

COSNAT DISTRIBUTING COMPANY

315 West 47th Street
New York City, N. Y.

Jerry Blaine, Pres.

10TH ANNIVERSARY ATLANTIC RECORDING CORP.

CONGRATULATIONS to ATLANTIC from America's TOP INDEPENDENT RECORD DISTRIBUTORS

Congratulations

ATLANTIC

on your 10th Anniversary

from

MEL and JERRY HERMAN

STATE RECORD DISTRIBUTING CO.

12 West Court St.
Cincinnati

INDIANA STATE DISTRIBUTING CO.

1325 North Capitol St.
Indianapolis

Best Wishes, Atlantic, for Continued Success

M. B. KRUPP DISTRIBUTORS, INC.

309 South Santa Fe Street
El Paso, Texas

ARIZONA M. B. KRUPP DISTRIBUTORS, INC.

1919 North 16th Street
Phoenix, Arizona

"Aloha, Atlantic Records"

From Hawaii's Leading Independent Distributor—

MICROPHONE MUSIC COMPANY

222 North Beretania Street
Honolulu, Hawaii

Thanks Atlantic...

for putting us in the picture!

here's to a swinging '58

CHATTON DISTRIBUTING CO., INC.

2517 San Pablo Ave.
Oakland 12, California

"Best Wishes for Another 10"

SANDEL COMPANY, INC.

40 Glenwood Avenue
Minneapolis 3, Minnesota

HERB SANDEL

Everybody's Happy With Atlantic Records

TRACY-MITCHELL DIVISION FAYSAN DISTRIBUTORS, INC.

Seventh St. at Jersey
Buffalo 1, New York

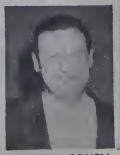
CONGRATULATIONS to ATLANTIC from America's TOP INDEPENDENT RECORD DISTRIBUTORS

10TH ANNIVERSARY ATLANTIC RECORDING CORP.

Congratulations and Best Wishes to all at ATLANTIC on their Tenth Anniversary

ESSEX RECORD DISTRIBUTORS, INC.

114 Springfield Avenue
Newark 3, New Jersey



JOSEPH COHEN

Congratulations on ten consistently great years

MUSIC CITY RECORD DISTRIBUTORS, INC.

127 Lafayette Street
Nashville, Tennessee

HUTCH CARLOCK

JAMES H. GREEN

Thanks to ATLANTIC for eight great years!

JAMES C. WARREN

CENTRAL RECORD SALES COMPANY

2100 W. Washington Boulevard
Los Angeles 18, California

Heartiest Congratulations to ATLANTIC RECORDS ON YOUR 10th ANNIVERSARY!

UNITED RECORD DISTRIBUTING COMPANY

1613 St. Emanuel Street
Houston, Texas

Congratulations, ATLANTIC, on your 10th Anniversary

Marvin Ginsburg

Congratulations and Best Wishes from Robert's Record Distributing Co. on your 10th Anniversary

ROBERT'S RECORD DISTRIBUTING COMPANY

1722 Washington Avenue
St. Louis 3, Missouri

SEABOARD DIST., INC.

1044 Broadway
Albany, New York

SEABOARD DIST., INC.

313 Park Avenue
East Hartford, Connecticut

10TH ANNIVERSARY ATLANTIC PUBLISHING CORP.

CONGRATULATIONS to ATLANTIC from America's TOP INDEPENDENT RECORD DISTRIBUTORS

Memo to My Secretary—

Let's take an ad in The Billboard to tell Atlantic Records what a great outfit they are. Tell them they are sweethearts and we "dig" them in a big way.

Give them love & kisses and our fondest regards on their 10th anniversary!

Cecil Steen

RECORDS, INC.

790 Commonwealth Avenue

Boston, Massachusetts

May Your Next Ten Years Be Even Greater!

DAVIS SALES COMPANY

1724 Arapahoe Street

Denver, Colorado

Congratulations to Atlantic—

Ten Successful Years Together

W. E. Binkley

BINKLEY DISTRIBUTING COMPANY

58 Riverside Avenue, Jacksonville, Florida

Miami Branch—3780 N.W. 2nd Ave.

Thanks for a wonderful relationship for ten years.

May we enjoy many, many more of the same.

Sincerely,

HARRY, JIM, STUART and BURT

SCHWARTZ BROTHERS

901 Girard St., N.E.

Washington 17, D. C.

Thanks for a past wonderful "TEN";

Best wishes to an even greater "TEN".

JAY-KAY DISTRIBUTING COMPANY

3725 Woodward Avenue • Detroit 1, Michigan

JOHN S. KAPLAN

Congratulations—

TEN GREAT ARTISTS, TEN FABULOUS YEARS!

Joe Banashak

and all of

A-1 RECORD DISTRIBUTORS, INC.

628 Baronne Street • New Orleans, Louisiana

CONGRATULATIONS to ATLANTIC from America's TOP INDEPENDENT RECORD DISTRIBUTORS

10TH ANNIVERSARY ATLANTIC RECORDING CORP.

CONGRATULATIONS TO ATLANTIC RECORDS FROM THEIR NEWEST DISTRIBUTOR, COVERING THE ENTIRE MID-SOUTH AREA!

RECORD SALES CORPORATION

1070 Union Avenue • Memphis 4, Tennessee

Even way out here, ATLANTIC RECORDS— You're a sizzling "Sell"ebrity!

A-1 RECORD DISTRIBUTORS

602 N. Hudson Street
Oklahoma City, Oklahoma

CONGRATULATIONS to all the gang! It's been a pleasure growing with ATLANTIC since your first hit

Now in our new home to serve the Carolinas better

F and F ENTERPRISES

2704 Freedom Drive • Charlotte, North Carolina
Phone: EXpress 9-9741

To ATLANTIC from the PACIFIC Northwest—

CONGRATULATIONS for a decade of hits!

NORTHWEST TEMPO COMPANY

708 Sixth Avenue, North • Seattle, Washington

It's nice to be able to tell the rest of the folks in our industry what a privilege and pleasure it has been to be an Atlantic distributor for these many years.

Congratulations on your 10th Anniversary

SOUTHLAND DISTRIBUTING COMPANY

441 Edgewood Avenue, S.E.
Atlanta 12, Georgia

A GREAT BIG BAG FULL of CONGRATULATIONS to ATLANTIC RECORDS on their 10th Anniversary

•

ALL STATE DISTRIBUTING COMPANY

2023 South Michigan Avenue
Chicago, Illinois

Atlantic Aims for the Top

• Continued from page 25

which one notes very few, if any, real stiffs.

Premium Line

The artistic and commercial success of the package line, along with the steady flow and sometimes flood, of singles hits, has made Atlantic a premium line for distributors. In comparison to the amount of catalog stock an indie distrib must carry on each of his lines, Atlantic is rated at or close to the top, as a turn-over line. Consequently, distrib make more money on Atlantic.

The company's distrib network, the total of those handling Atlantic and its subsidiary East-West, Atco and KRC lines, now numbers 80 in the United States alone. Atlantic's execs have appointed each for the reason that it handles only records and that the owner represents active management-participation. Each distrib has a personal interest in putting over their release.

Distrib Make a Major

Most of Atlantic's distribs are the same ones the label has had from the beginning. There is a family feeling, and the diskery is grateful for the share the distribs have had in putting its product and name over. According to veepee Ahmet Ertegun and Jerry Wexler, "We're going to prove that indie distributors can make a major company. We have never been given cause to believe that we could do any better with factory-owned branches."

As for artists, "We keep our artists, too." The main Atlantic stars have never been allowed to cool off. Most of them have been renewed several times.

A glance at Atlantic's books reveals that the company has at least 14 artists who, even on flops, never sell less than 50,000 of a release. These include Ruth Brown, Lavern Baker, Clyde McPhatter, Ivory Joe Hunter, Ray Charles, Chuck Willis, the Clovers, the Drifters, the Bobbettes, and ao Atco, the Sensations, the Coasters and Guitar Slim. On KRC, Lloyd Price.

Some of these artists came to Atlantic fairly cool and were revitalized. Among them are Ivory Joe Hunter, Joe Turner and Chuck Willis. Now the company recently parcled Charles Brown, Joe Mooney, Betty Johnson, Bette McLaurin (Atco) and Jackie Paro (East-West), all of whom have demonstrated big potential in the past, which was not always realized.

Other recent singles artist ac-

(Continued on page 52)

Atlantic and R&B Trend Developed Side by Side

• Continued from page 24

pany and the $15,000 it cost to swing it represented a big gamble. "Spoken word" albums, particularly of this type and on the scale of production, were rarities in recording. The kind of faith that the Atlantic partners showed then is typical of the way it has moved in the record industry ever since. It has always been willing to pioneer and invest in the future.

The first records on the Atlantic label appeared late in January, 1948. Two jazz instrumentals (race records) in those days were highly successful — "Old Black Magic," by Tiny Grimes, and "The Spider" by Joe Morris. The company's first hit, "Drinkin' Wine Spo-dee-o-dee," by Stick McGhee, came not long after this.

Ruth Brown was Atlantic's first star. An unknown in 1949, she cut "So Long" on her first date and skyrocketed to fame. She has been associated with the company ever since and is gratefully recognized by Atlantic, for being responsible for a major share in establishing the new company on firm commercial ground in its early years. Interestingly enough, she was accompanied on her first date by the Eddie Condon band (with Joe Rushkin, Ernie Caceres, Will Bradley, etc). Atlantic was recording the band for part of a "March of Time" track and so they were engaged to stay on to back Miss Brown.

Other Stars

In 1950, Atlantic acquired the Clovers. This group also started off its recording career with a hit, "Don't You Know I Love You" was the first of a long string of successful records. Joe Turner was signed in 1951 (first record, "Chains of Love") and Ray Charles in 1952. Clyde McPhatter came to the label in 1953, as lead singer of the Drifters. "Money Honey" was their first record and started a chain reaction of hits. LaVern Baker also was signed in 1953.

At this time, Herb Abramson was called into the Air Force for two years' active duty overseas as a dentist (even tho he had not actively practiced in quite a while). To assist Ahmet Ertegun in a&r administration work, Jerry Wexler was brought into the firm. He was assistant to Abe Ollman at Robbins Music at the time and had previously been a member of The Billboard's staff. Wexler and Ertegun still are Atlantic's a&r chiefs for single records.

At the time when Wexler came to Atlantic, the firm was well established as an independent record manufacturer. It had produced a healthy number of rhythm and blues hits. Atlantic also was one of the first indies to issue LPs by jazz artists (Erroll Garner, Billy Taylor, Jimmy Yancey, Mary Lou Williams, Meade Lux Lewis, etc) and by night club singers popular in sophisticated circles (Mabel Mercer, Sylvia Sims, Mae Barnes, etc). Further, it had pioneered in the hi-fi field by issuing the first binaural disk.

New R&B. Status

The music industry spotlight in mid-1953 and into 1954 was on rhythm and blues. Disappointed. Many people believe that rhythm and blues records sold exclusively to a Negro market up until that time. This is not true. "Drinkin' Wine Spo-dee-n-Dee," for example, "went wild" throughout the South, as did many Ruth Brown and Clovers records in both North and South prior to this. Unquestionably however the ratio of buyers of r&b records changed drastically in 1953 and 1954, and, most important of all, the total national market for r&b records multiplied by many times. Previously, a very big r&b record hit might achieve a 250,000 sales, but from this point on, the industry began to see million record-sellers, one after the other, in the r&b field.

That Atlantic was the company, more than any other, that immediately profited from this revolution in taste was due to the new kind of blues record that it had been producing for the past few years. In the pre-Atlantic era, blues were either of the primitive down-home country type or of the sophisticated jazz kind. With singers like Ruth Brown or an urbane group like the Clovers, Atlantic was able to polish and recreate the honest folk blues in a way that straddled a middle ground and could impress Negro and white audiences equally well.

Atlantic also had a trump card in the fresh sounds of its records. Atlantic's sound was a great advance over what was par for r&b. records at that time. The Atlantic up until 1956 used the offices which they occupied at 234 West 56th Street as a studio, merely pushing desks and chairs aside when they wanted to record, Atlantic had as good equipment and as good an engineer (Tom Dowd, who has been at the controls for most Atlantic sessions the past 10 years) as could be found in New York. The company also used the top arrangers and best instrumentalists available, striving hard with every record to dream up new sound gimmicks and imaginative stylings.

R&B. Avalanche

While the change in the composition of the audience for rhythm and blues records was gradual, late 1953 and the first half of 1954 could be pinpointed as the time when the r&b. trend became an avalanche. For Atlantic, several records and their fantastic acceptance by a white as well as Negro audience served as eloquent guideposts to the future. They were "Honey Love" by the Drifters, "Shake Rattle and Roll" by Joe Turner.

In the past five years Atlantic has dominated the rhythm and blues chart with its roster of power-house artists. Its batting average has been higher than any other company's because it has succeeded in acquiring and holding on to the largest number of consistent hitmakers in the r&b. field. Each year since 1954 new stars of high staying power have been added, the most impressive names being those of Ivory Joe Hunter, Chuck Willis and the Bobbettes.

The past three years have taken Atlantic into a new phase of its development. Because of its large artist roster, subsidiary labels have been formed. Herb Abramson, who returned to the firm after his tour of duty in Europe, has headed Atco since the inception of the label in 1956. It was on Atco that the company had its biggest record of all time, "Searchin' by the Coasters." In 1957, two additional subsidiary labels, East-West and KRC were created to give optimum exposure to artists associated with the firm.

LP and Jazz Artists

Atlantic's LP department has grown into a major asset of the firm since Nesuhi Ertegun joined the company in January, 1955. He not only stepped up Atlantic's production in this field, but brought a number of impor-

10TH ANNIVERSARY ATLANTIC

CONGRATULATIONS to ATLANTIC from America's TOP INDEPENDENT RECORD DISTRIBUTORS

Atlantic Records, you are sound-fabulous!

BIG STATE DISTRIBUTING COMPANY

1550 Edison Street

Dallas, Texas

Congratulations, ATLANTIC RECORDS, and the Best of Luck!

FORBES RECORD DISTRIBUTING COMPANY

906 Forbes Street

Pittsburgh, Pennsylvania

Take a big bow, ATLANTIC RECORDS, for ten tremendous years!

B. G. RECORD SERVICE

337 N.W. Sixth Avenue

Portland, Oregon

tant jazz artists to the label (Chris Connor the MJQ, Jimmy Giuffre, etc.) and greatly improved the packaging, standards of sound reproduction and originality of conception of the album line. At the present time, Atlantic is the second largest independent jazz manufacturer in this country and is distributed in every continent.

Because of the expansion of Atlantic's administrative staff new quarters were taken for the firm at 157 West 57th Street in 1956, while retaining two floors of the building at 234 West 56th Street. Key personnel added to Atlantic in the last two years include Gary Kramer, director of advertising and publicity, Lester Lees, national sales manager; Victor Selsman, disk jockey promotion; Lester Sill, West Coast representative, and Bob Bushnell, recording engineer.

A key to understanding Atlantic's success is offered by a study of its day-to-day operations. Five of the six partners are active in running the company. All major decisions and quite a few minor ones are made by the partners as a group. There is a great deal of group discussion regarding everything that concerns the company's work. There is no hierarchy of command; it's an all generals no privates situation.

Every partner has his area of concentration, but keeps in close touch with the activities of each of the various departments and is also free to undertake projects in them. Thus, Nesuhi Ertegun occasionally cuts rhythm and blues records, Jerry Wexler may record material for LP's, and so on. This team conception has given a continuity and a kind of personality to the Atlantic product. It also has created on the administrative level, a flexibility and an efficiency that is unique in the record industry for an operation of its size.

Because of the forward look of all products on the Atlantic label, most disk jockeys and many customers have a definite image in their minds as to what people working at Atlantic are like. They visualize them as hip kiddies, sporting well-groomed beards, dressed in sporty Ivy League clothes and driving foreign sports cars. They imagine that Atlantic execs dig everything musically from down-home blues, by Ray Charles, to the avant-garde sounds of Charlie Mingus. As far as the breadth and catholicity of taste of the people at Atlantic goes, they are dead right. And as far as the sports cars and beards go they aren't far from wrong.

Great Sound No Big Secret

• Continued from page 24

former. Our efforts were mainly directed toward developing our stars, and we managed to establish several artists as solid names, the sales of whose records year in and year out compared favorably with those of anyone in the field.

The increasing popularity of rhythm and blues music in its new and more sophisticated form, and its eventual sweep of the pop charts as rock and roll, mirrored the growth of Atlantic Records. In the years since 1948 we have been fortunate enough to have been associated with the rise of several great record stars. In addition to Ruth Brown, we signed and had hits with the Clovers (our first vocal quartet), Clyde McPhatter, the Drifters, Ray Charles, Ivory Joe Hunter, the Coasters (on Atco), Chuck Willis, Chris Connor (whose single sales have been as great as her jazz albums) and most recently the Bobbettes.

Security and Eveness

These artists, upon whose talent Atlantic's success rests, are still with Atlantic. Because of the great depth of this roster, Atlantic has a security and evenness of sales which no firm with random hits by temporarily popular artists could match.

These steady selling artists also come up with the big ones from time to time. Ruth Brown and LaVern Baker have been frequent visitors to the charts—and are rare repeaters among girl vocalists in the r. & b. or pop charts. Clyde McPhatter, Ray Charles, Joe Turner and Chuck Willis infrequently miss the best-selling lists. The Clovers had one of the greatest hit streaks in history. When Clyde McPhatter left the Drifters to go into the Army, the group developed an existence of its own—and a string of hits.

A Trade "Secret"

This attention to individual artists is rewarding in terms other than hit records. When an artist with a consistent selling history comes out with a bomb, this bomb can account for very respectable sales. It also must be noted that the established artists on Atlantic are all at top royalty—and this becomes a wonderful advertisement along the artist grapevine. Many a rewarding artist has appeared on our doorstep because he has heard rumors that we pay premium royalties—and that we do pay! This trade "secret" plus a sensitivity to the material requirements of the various artists makes them feel at home.

"Where's the Beat?"

We have been complimented from time to time on the Atlantic sound. It is hard to say just what this sound is as it is constantly changing. One thing that has remained from the first dates that we made is a prominent and clean rhythm sound which we inherited from the jazz and country blues recordings of the past. We were, along with one or two other independent companies, the first to start miking the drums, bass and guitar separately. The legend to the picture on our wall would stand over the caption "Where's the beat?" rather than "Where's the melody?"

You don't hear the expression "Atlantic sound" these days as much as you did a year ago, since so many of our ideas have now gone into the mainstream of popular music. But we have been told that we did develop some interesting sounds, and it might not hurt to recall a few examples:

Arranging the Blues

One of the first and really major departures was to use written arrangements and studio musicians behind the blues singers. This happened because Ahmet Ertegun and Herb Abramson, in the first years, had to record blues singers in New York without the blues combos that abounded in the hinterlands. This brought about the evolution of a blues arranging style and the development of such now well-established arrangers as Jesse Stone, Howard Biggs, Budd Johnson, and later, Ray Ellis. It also developed a new breed of sidemen, readers who could play real blues.

A record like Ruth Brown's "Teardrops From My Eyes," with Budd Johnson's pop but blues-directed dance band arrangement, was quite an innovation, setting a style that today we take for granted. Another novelty was to take a ballad-oriented vocal quartet like the Clovers and direct them into a country blues idiom. The previous quartets were either sweet, on a "bird" kick (like the Orioles) or in the jazz-swing style (the Ravens). Having a sax solo on a quartet record was another Atlantic first. The Clovers, hitting with 12-bar blues and 16-bar gospel tunes, set the trend for a generation of groups.

A Gamble Works

A little history was made when we put a male vocal quartet behind Ruth Brown on her record of "Oh, What a Dream." Commonplace today, but a gamble then! We tried it because quartets were red-hot then—and Ruth could stand a hit. It worked well. And it also worked well the first time we put the Cues behind LaVern Baker for "Tweedlee Dee." But who thinks twice about this today?

Thruout the early years we were putting out a "popularized" r.&b. record that seemed to be admired. But when Clyde McPhatter returned from the Army we went much further in the straight pop side with "Seven Days." This retained only vestigial touches of r.&b. It was the first date on which we used arranger Ray Ellis. Subsequently we made a flock of successful dates with Ray's special brand of pop (but swinging) writing.

More recently the a.&r. team of Jerry Leiber and Mike Stoller has been responsible for some fresh-sounding sides that have appeared with much success on Atlantic and Atco. "Searchin'" by the Coasters, was their handiwork. Leiber and Stoller are now located in New York and are on our team as consulting a.&r. men for our labels.

The secret of our sound is in the arrangement itself. If you have an outstanding arrangement and then succeed in getting depth in the horns and background voices and bring each instrumental voice clearly, getting great sound is a cinch.

DISTRIBUTORS OF ATLANTIC RECORDS ABROAD

BELGIUM
Fonior

BRITISH ISLES
British Decca

FRANCE
(Singles) Societe Francaise du Son
(LP's) Disque Versailles

GERMANY & AUSTRIA
(Singles) Teldec
(LP's) Metronome

HOLLAND
Hollandische Decca

ITALY & SWITZERLAND
(Singles) Decca Dische Italiano
(LP's) Gurtler

SCANDINAVIA
(Singles) A B S. W. Bennet
(LP's) Orion

SOUTH AFRICA
Gallo-Africa

CANADA
London of Canada

CUBA & VENEZUELA
Musica y Musicas

AUSTRALIA & NEW ZEALAND
E. M. I. through London Records

HONG KONG
Moutrie & Co., Ltd.

INDIA
Gramaphone Co. Ltd. of Bombay

JAPAN
Cosdel, Inc.

This list of distributors indicates the world-wide acceptance of American jazz and rock and roll. The latter has been a highly valued export to such countries as Australia, South Africa, Cuba and England. In other countries jazz is very strong, while rock and roll is only moderately popular. This is true of Germany, France and Scandinavia, for example.

Congratulations, ATLANTIC, on your 10th Anniversary!

May you have continued Anniversaries in Record Numbers

KALTMAN PRESS INC.

Division of Queens Lithographing Corp.

52-25 Barnett Avenue Long Island City 4, N. Y.

Servicing the Record Industry.
Covers. Labels. Catalogs.

Congratulations on ATLANTIC'S 10TH ANNIVERSARY

from

the Letter Guild

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Publishers of

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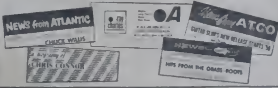

Best Wishes and Congratulations on your Tenth Anniversary

It has been a pleasure to be associated with you.

GLOBE ALBUMS, INC.

1255 Oak Point Ave. New York 59, N. Y.

Printers and Manufacturers of Highest Quality Album Sleeves for Atlantic Records

GIVE TO DAMON RUNYON CANCER FUND

WHY OTHER LABELS?

Get Top Exposure For Many Artists

- **Good reasons underlie Atlantic's multiple label set-up**
- **Atco, East-West, KRC mean top distribution, sales for all**

By REN GREVATT

"When you have a growing amount of good artists and good material, the need for adequate releasing space becomes a pressing problem." This important requirement, according to officials of Atlantic Records, is the basic reason behind the introduction of subsidiary labels to the Atlantic scene.

"We've operated on a schedule of new singles releases in the neighborhood of every six weeks," says Jerry Wexler, one of the colorful Atlantic moguls. "But you reach a point of having solid, salable artists in numbers where you can no longer work on such a schedule. You have to get records out for all of them, and your pace is necessarily stepped up. But with too many releases coming from one label, you can't expect distributors to push any more than a fraction of releases. What to do? You start a new label."

Distrib Advantage

A new label, in effect, Wexler explained, lets you get the advantage of a different distribution network. "And, let's face it, there are a few markets where there aren't two, even three good distributors who can help you get a record off the ground."

Suppose you have 10 records, all with good potential. It would be a lot to expect one distributor to make them all go. But divide them into two groups of five each, with each group to a different distributor, and you've got a considerably better chance."

Success

Atlantic has followed this policy, with its first subsidiary, Atco. There's no reason, however, to suppose that the subsidiary is considered any less important than the parent label. Atco, for instance, has approximately the same number of distributors as Atlantic. As a matter of fact, the biggest record of 1956 in the entire Atlantic axis was the Coasters' "Searchin'" on Atco. The disk sold about 1,500,000 copies.

Atco has developed its own impressive stable of artists, including the Coasters, the Sensations, Betty McLaurin, Bobby Darin, Jimmy Ricks, Cortlar Slim and Walter Spriggs, among others. The label is also committed for a substantial forthcoming LP program, to feature pop and specialty merchandise with a special series to focus on eat-catching sound fidelity.

East-West, the most recent Atlantic subsidiary, was formed largely for the same reasons as those already stated. The amount of talent becoming available thru purchases of masters and regular pactings, more or less forced the

(Continued on page 41)

ATLANTIC RECORD ARTISTS

Ivory Joe Hunter

Clyde McPhatter

Joe Turner

Chuck Willis

IVORY JOE HUNTER

Ivory Joe Hunter has had a dual career in music as songwriter and vocalist—and been successful in both. Born in Kirbyville, Tex., he planed guitar and sang from his earliest years. In his teens he was acting in a church choir and sang with several spiritual quartets. On graduation from high school, Ivory Joe formed his own band, which was active for some time in Fort Arthur and Houston.

At 20, he formed a band in Beaumont, Tex., and soon afterward moved to Houston where he located from 1936 to 1942. At that time, he decided to go to California, and gained immediate popularity in the San Francisco-Oakland area. In 1945, Ivory Joe made his first record. It was on his own label, Ivory Records. Later he was affiliated with the Pacific and King labels.

MGM Records acquired Ivory Joe in 1949 when his popularity had reached a high point due to his transcontinental one-nighter treks with his band. Several of his MGM disks were big hits. Atlantic Records signed Ivory Joe in 1954 and his peaplist from his first record which was "I'll Miss Second Bills," "A Tear Fall" and "Since I Met You, Baby" were subsequent smashes for the latter disk, he was awarded a gold disk on the Ed Sullivan TV show.

CLYDE McPHATTER

Clyde McPhatter didn't rise as a choir boy in Durham, N. C., that he would become lead singer of the No. 1 quartet and rise to prominence as a vocalist on his own. As a boy, he made an early impression with his sweet, high-ranging voice. Before he hit his teens, a popular gospel quartet had been built around him.

When boy soprano change voice, they sometimes lose their distinctive quality. Clyde, fortunately, retained a beautiful high-pitched tenor, permitting him to hit high notes clearly and without strain. In 1950 he met Billy Ward and joined the Dominoes. In March, 1950, he organized the Drifters. Shortly, he and the Drifters went a long way against competition with their first hit, "Money Honey."

The next year, Clyde's career was interrupted by "greetings" from Uncle Sam. Separated from the Drifters, he worked solo on his furloughs. His first release was "Seven Days," an instantaneous hit. Other great sides accumulated with the singer are: "Treasure of Love," "Without Love" and "Long Lonely Nights."

JOE TURNER

"Big Joe" Turner's first appearance outside Kansas City occurred in the mid-1930's when he and his combo traveled to New York to appear on a program with Benny Goodman. "After our show with Goodman, we auditioned at several places, but New York wasn't ready for us yet, so went back to K. C.," says Joe. New York was ready in 1938 when Big Joe went to Carnegie Hall to appear on the now-famous "Spirituals to Swing" program produced by John Hammond. After that concert he was set, he began getting bookings all over the country and started recording—first with Kansas City associates, then with Joe Sullivan, Art Tatum and others.

In the first years after the war, Joe had to cope again with a forgetful public, but his Atlantic records brought him right back into the limelight. His first record was "Chains of Love," a big hit—and was followed by "Honey Hush," "Sweet Sixteen," "Corrine Corrina," etc. These were r&b successes, but with his "Shake, Rattle and Roll" he moved into the pop field, too, and now with each release, he seems to add to his following in both fields.

The driving power and the groovy, finger-snapping, hip-twisting rhythm underlying Joe's chant makes Joe one of the most compelling stylists of the blues the world has ever seen. He has earned his title "Boss of the Blues."

CHUCK WILLIS

If Chick Willis has a solid personality, it must be because he pursues two careers: songwriting and singing.

Chuck got his first break as vocalist of Bud McAllister's band. Working clubs around Atlanta, Chuck was heard by a Columbia Records' scout and was signed in 1952 to their subsidiary label, Okeh. He soon became known all over as one of the more promising up-and-coming blues singers.

He came to Atlantic in 1956 and has had nothing but hits from the time of his first release, "It's Too Late." "Juanita" and "C. C. Rider" followed, each bigger than its predecessor. The latter disk dominated charts for much of 1957.

Willis' greatness rests as firmly on his songwriting activities as it does on his singing. His "Oh What a Dream" gave both Ruth Brown and Patti Page enormous hits. His "Close Your Eyes" meant money in the bank for the Five Keys, Eddie Gorme and Steve Lawrence. Don Cornell and the Cardinals waxed "The Door Is Still Open" and the Cadillacs did "Let Me Explain." And of course, all of Willis' own records are his own bonus.

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Atlantic's "Money Man" Is a Woman

By JUNE BUNDY

Miriam Bienstock, vice-president and one of the co-founders of Atlantic Records, is the "money man" of the label, and her insistence upon following a conservative financial policy thruout the firm's 10-year history has played an essential role in the company's success.

As vice-president in charge of production and all finances, Mrs. Bienstock puts thru all pressing orders on singles, EP's and LP's. Here is the all-important task of deciding how many disks should be pressed up on a first run, a decision which has made or broken many indies, depending upon the wisdom of their initial orders.

MIRIAM BIENSTOCK

Past performance, of course, is one of her order gauges. For instance, if an artist's last record was a big hit, Mrs. Bienstock orders an initial run of about 200,000 on his next single.

She also decides on the ratio of 78's to 45's. On traditional rhythm and blues platters, she currently orders 50 per cent on 78, while on disks aimed at the pop market the ratio is now four to one in favor of 45's.

To illustrate the tremendous increase in Atlantic's production over the last decade, Mrs. Bienstock points out that the label is currently doing business with three different pressing plants (utilizing 50 pressers at the M-G-M plant alone), as compared to the company's modest beginning with six M-G-M pressers in 1948.

Atlantic protects itself from over-pressing by the simple device of making it mandatory that distributors only order what they can pay for. The label, says Mrs. Bienstock, rarely consigns records, and when they do make an exception it is only done in cases where other versions of a tune offer heavy competition, thereby making it necessary for Atlantic to move into a market as fast as possible.

Mrs. Bienstock is even more cautious about ordering initial runs on LP's than she is on singles, and deservedly so in view of the tremendous increase in LP production today. She is also exceedingly careful quality-wise. For example, Atlantic engineers frequently test and retest a plant's LP test pressing three or four times, whereas the average label is usually content to accept an okay on an original test platter from the plant.

The young exec believes that one of the most important ingredients in Atlantic's success story is that "Everybody is always aware of what is going on." In line with this Mrs. Bienstock, as is true of practically all of Atlantic's top brass, has worked in practically every department. She signs all checks, channels audition-requests from publishers, and until recently handled most of the order negotiations with distributors. In line with this, she went abroad last year to set up distribution for Atlantic singles in Europe.

In hiring office personnel (bookkeepers, clerks, etc.), Mrs. Bienstock thinks it is particularly important to hire people who are genuinely interested in music and the record business. No matter how great their other qualifications may be, she explains, if they lack an interest in the business it will seriously affect "their relations with our artists and distributors."

An avid interest in music (jazz and classical in those days) was Mrs. Bienstock's prime asset when she helped start Atlantic back in 1948. Prior to that date, she handled copy and direct-mail promotion for a New York advertising agency. Her first job was in book production.

Today she is one of the few women executives in the record industry a business heretofore noted for its lack of fem talent in top-flight posts. In addition to Miriam Bienstock, the ranks of key women execs with record companies today is virtually limited to Mercury Records' classical chief Wilma Cozart, Liberty's sales head Bobbie Dieterle, Apollo's veteran manager Bess Berman, and Christine Hamilton, vice-president and sales manager of Dot Records.

Top Exposure

• Continued from page 40

move. In this case, too, the label has largely its own distribution network, with only a minimum amount of duplication in markets with Atlantic and Atco. East-West figures to carry pop, as well as jazz material on LP's, with the aim on singles to develop a broad spread of market appeal. This, it's indicated, would range from the true r.&b. sound to that which has come to be associated with the New Mexico rockabilly sector.

On the album front, it was stressed that, tho Atco will produce a considerable amount of new material, the label will also draw heavily from the Atlantic values of authentic blues and other specialty material, built up over the decade of its existence. East-West emphasis will be more on all-new recordings.

The third label operated by the Atlantic sphere, KRC, which stands for Kent Recording Company, involves a special type of arrangement worked out for chanter Lloyd Price. Price's original hit, "Just Because," tho sold thru ABC-Paramount channels, was actually on Price's own KRC label. Later when the singer signed with Atlantic, he preferred to maintain the identity of the label. Atlantic acts as a selling agent in this set-up. Primarily, only Price's own disks will come out on KRC, but there is the chance that masters he may make himself with other artists may also be released on KRC.

In no case are artists switched from one label in the fold to another. There's a two-fold reason for this: First, if an artist suddenly became hot with a hit after a switch, it would not be fair to the original distributor line-up. Conversely, it's also not fair to fluff off a chilly artist on another distributor, no would this tend to make the new distributor want to get behind the line.

Diversification, making it possible to take the most advantage of the best distributors in each territory and insuring proper frequency of releases for each artist, are given as the main reasons for subsidiary labels. On the record, the idea has worked well for Atlantic.

ATLANTIC RECORD ARTISTS

Chris Connor

The Drifters

Betty Johnson

CHRIS CONNOR

Chris Connor recalls that even as green vocalist she didn't sing like the conventional pop singer. From the first, she had a definite jazz orientation. Chris returned to Kansas City—her birthplace—when Bobby Brookmeyer, then 19, formed a band there along modern jazz lines and wanted her to be the vocalist.

She joined Kenton on the West Coast in 1952 and suddenly began to "reach" jazz fans in a very big way. Out of this association came Chris' first record hit, "All About Ronnie." "By July, 1953," Chris says, "I had had it. The traveling and the one-nighters were killing me, and I had to quit." From then on, she has been going it alone, working as a single in clubs where she feels she can both enjoy her work and make a more concentrated impact on the jazz audience.

Chris' first albums were made for Bethlehem and were among the biggest jazz sellers of the early LP era. Atlantic signed Chris early in 1956 and has had even bigger hits with her, both on LP's and single. Her first two LP's, "Chris Connor" (1228) and "He Loves Me, He Loves Me Not" (1240) were followed by the monumental "Chris Connor Signs the George Gershwin Almanac of Song" (2-601).

THE DRIFTERS

The Drifters have had two careers. The first revolves around Clyde McPhatter, for whom the group was originally organized. The group was formed in the fall of 1953 in New York, and took its name because each member had drifted from one singing group to another without finding the best spot for himself.

An Atlantic recording contract was signed shortly after they began rehearsals. Their first record was "Money Honey" a great success. The Apollo Theater, New York, was selected as the spot for their club and theater debut.

The group got a reception that is accorded few at the Apollo, whose audience is considered the toughest on the theater circuit. Frank Shiffman, manager of the theater, was so impressed that he signed the Drifters to a 10-year contract. In show business, this is unprecedented.

With McPhatter, the group enjoyed a long string of hits after "Money Honey." Standouts are "Such a Night," "Honey Love" and "White Christmas." After Clyde McPhatter was drafted in 1954, the group went on, producing record hits as before. Some of their post-McPhatter hits were "Steamboat," "Adorable" and "Soldiers of Fortune."

BETTY JOHNSON

Well on her way to fame as a radio-TV and recording artist today, Betty Johnson has literally sung for her supper since she was five years old. A depression baby and daughter of a Smoky Mountain sharecropper, her life story is a Horatio Alger tale as it might have been written by John Steinbeck.

Betty was born on a farm in Guilford County, North Carolina. Her entire family is musical. At the height of the depression in 1935, Pa Johnson built a house trailer, hooked it to a broken-down jalopy and set off on a singing safari with the family across the Southwest. "If we came to a crossroads where there was an eating place or gas station with enough traffic," she says, "we'd stop and put on a sing, and then pass the hat."

In 1940, the Johnson Family was signed by WBT, Charlotte, and for the next 10 years they sang folk songs and hymns every Sunday morning over the CBS network as part of "Carolina Calling." In 1952, Betty tried for and won first prize as a contestant on the Arthur Godfrey "Talent Scout" show. As a result, the ex-gospel singer signed for six weeks at New York's Copacabana and later was chosen to be "The Borden Girl" in all the film's TV commercials.

Betty now appears regularly every other week on Jack Paar's "Tonight" show on NBC. Her first records were made for the Selty label. "I Dreamed" passed the million mark. Betty's first Atlantic record has just been released. The sides are "The Little Blue Man" and "Winter in Miami."

Phase 2 Begins

• Continued from page 25

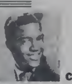
the scope of our LPs even more. We have already invaded the pop LP field and we are about to invade the classical LP field. However, we will continue with our jazz LP series, and it will not become less important or less ambitious as our LP catalog becomes more general. We will continue to encourage creative jazz talent and record as many of the great people in jazz as we can, whether they are famous, on the verge of being famous, obscure or unknown. We believe that as new generations become interested in jazz, they will turn to the great jazzmen, whether of the past or present. A jazz record, unlike other records, is never outdated if it was really good at the time it was made.

HAPPY NEW YEAR
" NEW DECADE

In this issue we wish you a "Happy New Year"—and we wish ourselves a "Happy New Decade". This is our 10th anniversary in the music business and we are celebrating by issuing four powerhouse records that we know will start off another decade of progress for us.

In the new release, note the debut on our label of THE JAYE SISTERS. This outstanding night club and TV act has made some marvelous records for Decca and has come up with a sure-fire hit for us. Coupled with Fats Domino's sockin' rockin' classic is a lively novelty that has great potential.

As for Clyde, Ray and Ivory Joe Hunter, their latest are their greatest. 'Nuff said?



NO LOVE LIKE HER LOVE
THAT'S ENOUGH FOR ME
Clyde McPhatter 1170

GOING TO THE RIVER
PITTER PATTER BOOM BOOM
Jaye Sisters 1171

TALKIN' 'BOUT YOU
WHAT KIND OF MAN ARE YOU
(Duet with Mary Ann Fisher)
Ray Charles 1172

BABY BABY COUNT ON ME
YOU'RE ON MY MIND
Ivory Joe Hunter 1173

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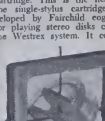
THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips

NEW PRODUCTS

FAIRCHILD STEREO CARTRIDGE SHOWN . . .

The photo below is the first view of what dealers and public may expect in a stereo playback cartridge. This is the heart of the single-stylus cartridge, developed by Fairchild equipment for playing stereo disks cut by the Westrex system. It consists



of two coil forms mounted in a frame at 45 degrees to the vertical axis of the record groove. Each coil form is at a 90 degree angle to the other, with an aluminum stylus arm secured to both members. Two crossed wires which can be seen passing thru the plastic forms are a unique method of pivoting a pick-up coil. For purposes of clarity the actual wires of the coils are not shown in the illustration. With the cartridge, it is possible to play any of the Westrex-cut stereo recordings and hear both channels with equal clarity. In addition, the cartridge will reproduce standard vertical or standard lateral recordings so that it is completely compatible with existing recordings. The cartridge is sold complete with arm for $250.

PHILCO HAS TWO NEW HI-FI CONSOLES . . .

Philco has announced two new high-fidelity consoles, available with or without AM-FM tuners, in traditional or modern cabinetry. Both models have sound systems incorporating electrostatic speakers for frequency response of up to and over 20,000 cps. The electrostatic speaker is complemented by a 10-inch woofer. In French Provincial styling, one model lists for $239.95 in mahogany veneers, and $249.95 in solid cherry. In modern styling, the second model is $249.95 in medium walnut solids and in light oak solids and veneers. AM-FM tuners with AFC add $90 to the cost of all models. All are equipped with a special jack for stereo tapes. The amplifier is a 20-watt unit. The dual-needle pick-up is a ceramic type.

NEW STEREO DEMO FROM LIVINGSTON . . .

Livingston Audio Products, Caldwell, N. J., is offering a special demonstration tape, highlighting the firm's new Livingtonette series. It may be obtained directly from the manufacturer for only 50 cents, less than the cost of the same length of blank tape. The Livingtonette series is a recently released series of stereo tapes featuring complete shorter works and retailing for only $6.95. Demonstration Treat is the name given to the new stereo demo tape.

MOTOROLA HAS NEW MODULAR DISPLAY . . .

A Motorola Modular display is now available for dealer showrooms. According to the manufacturer, the display is a combination merchandising center, separate hi-fi and TV demonstration room, mass display and flexible wall display all rolled into one. Motorola says that dealers all over the country expressed a need for a display that would give their stores a home-like look rather than a warehouse look. This display is the answer. It is made up of three-foot panels that fasten together with wing nuts and bolts to form almost any kind of display area. Assembled one way, the unit can create a separate 12-foot by 12-foot demonstration room where hi-fi or TV can be shown in a relaxed, sales-conducive atmosphere. Smaller rooms of varying dimensions are equally easy to set up. In a different application, the panels can be set up along a wall to form a neat and well organized mass display.

Webcor New Display Aid

Webcor, Inc., is introducing a new merchandising display for dealers, designed especially for the new Webcor Regent tape recorder. The display is brightly colored for maximum attention. It stands 24½ inches high and 18½ inches wide. It may be mounted on the Regent, with the recorder in either vertical or horizontal positions. The display is termed functional by the firm because it invites customer participation. By simply following the six easy steps indicated on the display, the customer can record his voice and play it back without any assistance from a salesperson.

End-of-the-month billing is a cheerful time for Nicholson's, A. M. Nicholson specializes in high profit, big-ticket, high-fidelity installations and service.

Here's the needle clinic and accessory counter set-up at Nicholson's. Notice the small size of the counter and the number of accessories displayed inside.

ACCESSORY SELLING

Needle Sales Are Easy Via Clinic

By RALPH FREAS

NASHVILLE — There has been a peculiar resistance on the part of many dealers to putting a needle clinic or accessory bar into their shops. It's peculiar, because high-profit accessories in stores where they've been promoted properly have paid off big. The only possible explanation is that dealers believe they can make more money by using the space for more record display (which isn't necessarily so) or that needle sales demand too much training on the part of the dealer or his clerks (which positively isn't so).

It's refreshing in the face of this resistance to discover a dealer who is doing a job in this area and a good one. The store is Nicholson's, a hi-fi, tape recorder and record shop in Nashville. Not only does A. M. Nicholson have a needle and accessory bar; he has a needle clinic he organized himself. The clinic consists of a fine old microscope of the medical laboratory type which Nicholson bought second-hand. Beneath the make's high-powered lens, Nicholson placed a bit of ordinary candle wax, as practical and simple a tool for holding a needle in place as you're likely to find anywhere.

The stand that holds the microscope doubles as a display case for needles, accessories and cartridges. A show card at the top of the display tells the facts of needle wear simply so that anyone can understand. A needle life chart is featured (Metal . . . 15 hours, Sapphire . . . 50 hours, Diamond . . . up to 1,000 hours).

Nicholson's emphasis on hi-fi is obvious in the components on display. The shop is first in hi-fi installations and service in the Nashville area. A growing business, Nicholson notes, is in stereo tape reproducing equipment. He handles several lines and has had a profitable experience with the more expensive Ampex units. Stereo tapes have become increasingly important in the overall profit picture.

How does Nicholson promote stereo tape? He doesn't push it but he gives it a prominent spot in his showroom so that the customer can hardly miss it. Plenty of Nicholson's traffic stems from people who need service for their hi-fi rigs. They are among the better informed hi-fi users and are aware of tape and other new audio developments.

Undoubtedly, it's Nicholson's efforts to woo the hi-fi fan that have resulted in his successful needle clinic. Whatever the reason, it pays him to provide the service just as it would pay any dealer to imitate him.

The microscope is not one of those units offered free in some needle deals. It's a high-powered, efficient job bought second-hand by the store.

PROMOTION P. S.

Christmas Card Stunt Pays Off

There's a happy postscript to the story that appeared in this section several weeks ago. It was the story about Don Marshall's Record Center in Bayonne, N. J., and the giant Christmas card he prepared for his teen-age customers to send to their TV idol, Dick Clark.

Here's what happened. After the card was sent, Clark's manager called Marshall to let him know that it would be seen on the "American Bandstand" show December 23 at 4:50 p.m. Don was pleased and being a good promoter, immediately started to capitalize on the stunt. He sent out 100 announcements to major record manufacturers, distributors, accessory manufacturers, short music people and, in fact, to every firm doing business with him. He took an ad in the local newspaper to let the teen-agers know the card was going on the show. The ad, incidentally, was a pleasant change from the usual product ad Marshall's ordinarily runs. He ran an announcement in his weekly mimeographed bulletin used as a stuffer in bills and packages. The local newspaper felt the card had some news value and ran a story about it.

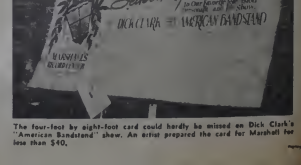
Finally, Don installed a TV set in his show window so those who were not at home watching wouldn't miss the presentation of the card.

The card was shown on Dick Clark's show as scheduled. Dick made some comments about it and read off a couple of inscriptions from the card. But, instead of only one mention, the card appeared on the show four days. The name Don Marshall's Record Center could be clearly read most of the time the card was on the tube.

"I couldn't have asked for onetenth of what I got," said happy Don Marshall. "The next week wasn't just a good week; it was a fabulous week. We were mobbed!"

Don said teenagers came in from all over saying they had seen the card on TV. A great many of them were new customers of Don's competition. He even got a fan letter from a TV viewer in Upper New York.

Dealers can learn one important thing from Don Marshall's experience. It's not enough to make a good publicity break for yourself; you have to be able to follow thru. Much of the value of the break on "American Bandstand" was in the cards announcement and advertising Marshall did. There was little Marshall could do about getting a good play for the stunt on the show. He could, and did, show himself to be a good promoter by running with the ball when it was handed to him.



The four-foot by eight-foot card could hardly be missed on Dick Clark's "American Bandstand" show. An artist prepared the card for Marshall for less than $40.

8 ways to sell THE HI-FI SOUND THAT SURROUNDS

in these stunning Decca Phonographs styled for appeal—priced to move!

DECCA BUDGET HOME MUSIC SYSTEM

THE CLINTON is the Decca budget Hi-Fonic High Fidelity Home Music System. Deluxe 4-speed changer, high fidelity amplifier, two speaker jacks. DP-627 (gray), DP-628 (tan). Speaker system features the sound that surrounds with two big, matched speakers. SE-801 (gray), SE-802 (tan).

THE SHELBY DELUXE is quality and looks it! Decca Hi-Fonic High Fidelity Home Music System featuring high sensitivity, low noise AM-FM tuner. Deluxe 4-speed changer, 20-20,000 cps from 20 watt amplifier, 4-position presence control. DP-625 (Mahogany), DP-626 (Blonde)... both available without AM-FM tuner: **THE SHELBY**, DP-623 (Mahogany), DP-624 (Blonde).

THE ALLEGHENY features the sound that surrounds in one big, hi-fi package! 4-speed changer with automatic shut-off, high fidelity amplifier, one woofer, one tweeter with crossover network. Lustrous hardwood cabinets. DP-270 Mahogany, DP-271 Blonde!

THE RIVERSIDE DELUXE gives you both big, beautiful cabinet and big, new sound that surrounds! Look what you sell: 4-speed changer, 20-20,000 cps amplifier, four matched heavy-duty speakers. Genuine hand-rubbed Mahogany or Limed Oak. DP-710 Mahogany, DP-711 Limed Oak.

THE BENTON gives you rich, new sound that surrounds in one cute, compact portable package! Features 4-speed changer with automatic shut-off, two matched speakers, 80-15,000 cps amplifier. DP-290 deluxe two-tone case!

THE PALM BEACH is a 3-speed manual portable phonograph, with special recessed turntable section for playing 45 rpm records. Comes in charcoal and pink, red and white, turquoise and gray. DPS-9.

THE CRAWFORD complements the exciting new sound that surrounds with a look of sophisticated simplicity! An automatic High Fidelity console with AM radio, imported 4-speed automatic changer, 50-15,000 cps amplifier, three speakers. All wood cabinet with mahogany veneer. DP-730.

THE DEMONSTRATOR is a 4-speed manual phonograph . . . neat, complete with automatic start and shut-off, 30-12,000 cps from 15 watt amplifier, two speakers, 25 ft. extension cord. Gray leatherette cabinet has plated hardware trim. DP-611.

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A NEW WORLD OF HI-FI SOUND

Holiday Disk Boom Shown by Survey

By RALPH FREAS
and BUD FOSKETT

Disk dealers moved $16-million worth of phonograph records, representing seven million platters unit-wise, in the two weeks before Christmas. This is one of the important findings of the New York University School of Retailing survey, sponsored by The Billboard. Total December business in the period preceding Christmas reached $27 million.

Business didn't really take off in a big way until the first week in December. Retailers generally complained about the fact but, as shown in the chart on this page, record dealers made a nice recovery from the slow start. The December business was almost a hundred per cent higher than the average for October or November in dollars. Unit-wise, about 50 per cent more records were sold.

Albums Responsible

Album sales on major labels were largely responsible for the increase. Of the total dollar increase, 78 per cent was from albums and 22 per cent from singles. Album sales actually tripled over what they did in October and November. In those two months, albums sales averaged at three per dealer per day. This average rose to more than 10 per dealer per day in December.

Superior distribution and long and strong catalog gave the majors a definite edge over competition in making a bigger proportion of the album business in December. Of every $1,000 of business done in October and November, major labels accounted for $448. But in December, sales for the four majors showed a marked increase. Sales rose for them to a proportion where they did $516 out of every $1,000 of business.

The Speed Picture

How did the business break down according to speeds? Of every $1,000 of business, this is how sales were apportioned:

78s singles	$ 31
45 singles	254
45 EPs	68
LPs (10")	2
LPs (12")	610
Tape	7
	$1,000

The recorded tape figure of $7 out of every $1,000 of business is interesting. It indicates that the tape industry in the over-all picture hit $200,000 during December.

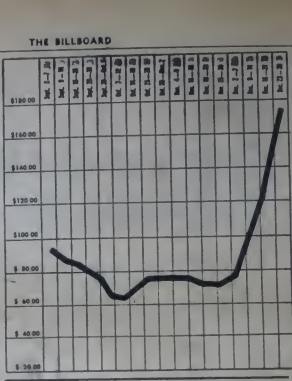
The Average Dealer

The accompanying chart tells an interesting story. It shows the average day's business for the average dealer (on a four-month period, September thru December). After a September peak in the beginning of the month (Labor Day weekend), business steadily slumped to recover somewhat in October. In November, a slight decline can be noted up until after Thanksgiving. The rise then started but didn't really spurt upwards until the first week in December.

$1,000 a Week

This average dealer on an average day in October, and November sold about three albums a day. Album sales went to more than 10 a day in December. During the week before Christmas the average sales for a record dealer topped the $1,000 mark.

All of the statistics given here are based on actual over-the-counter sales as recorded by representatives of the New York University School of Retailing and reported from cities thruout the U. S.



News and Notes

It's not too early to start planning for Valentine's Day (Feb. 14). Explure gift certificate, art and promotion possibilities. There's a Valentine's Day Promotion Council to write to for promotion material. Address is 16 E. 40th St., New York City.

J. Herbert Orr, founder and president of ORRadio Industries (Irish Brand tape), sees a bright future for recording tape in '58. Says Orr: "Tape recorder fans will buy 13 billion feet of tape, enough to span the distance from the moon to the earth (230,000 miles) ten times. And there will be enough left over to encircle the earth six times." Orr bases his prediction on figures compiled by the Magnetic Recording Industries Association. The figures show a half million recorders sold in 1957, 300,000 of them to new owners.

Pierce-Phelps, Inc., of Philadelphia has been appointed distributor for Zenith Radio Corporation. The firm will service Zenith dealers in Southeastern and central Pennsylvania, eight counties in New Jersey and New Castle County in Delaware. Radio, TV phonograph and high fidelity units comprise the products the firm will promote and merchandise.

A High Fidelity Music Show will open in Washington, D. C. on March 14. The three-day show reportedly drew over 15,000 visitors in 1958. In charge of proceedings is a committee headed by M. Robert Rogers, president of the Good Music Station, WGMS. Show will be held at the Sheraton Hotel. Admission is set at 90 cents.

The Manhattan Recording Company has debuted a new popularly priced line of stereophonic tapes. Called the 100 Series, the tapes have a playing time of 15 minutes and will retail for $4.95. Tapes are available for both stacked and staggered head machines. Four in the 100 Series are available in this first release.

United Audio Products announces the new Wigo 18" Super Woofer speaker (Model WD18SS). The unit can reproduce from 25 to 6,000 cps with a 30 cycle cone resonance. Price of the speaker is $169.50.

Du Mont Adds New Models

Three new television sets and a hi-fi phonograph line have been added to the Du Mont smaller line. The television receivers include a 17-inch portable, a 21-inch lowboy and a contemporary styled console. The phonograph is a French Provincial model in

fruitwood. It has been named The New Yorker.

The New Yorker phonograph features two speakers—a 5¾ inch tweeter and a 10-inch woofer, separate bass and treble controls and automatic four speed changer. The unit is identical in equipment with models originally issued in contemporary and traditional styles.

Du Mont hasn't set prices. These will be established by distributors at a later date.

New Tape Is Teaching Aid

Livingston Audio Products (Caldwell, N. J.) say they've opened up a new field in the use of stereo tapes with the introduction of their Add-the-Melody "Tapes" line. The tapes contain a musical accompaniment on the lower track. When played on a machine with monaural record and stereo playback, the user can play or sing the melody to the sound of the accompaniment. The tape can then be played back stereophonically and the performer can hear himself with the benefit of professional accompaniment. The tape may be used over and over again because the lower track is not erased in the process.

Livingston sees wide use of the "Add-the-Melody Tapes" in schools and are planning to issue a series of tapes for every grade level. Teachers may then help students even if a piano and accompanist are not available to them.

First tape available in the new line is a recording of old favorites in the "Let Me Call You Sweetheart" album. Originally being recorded in Europe is a famous quartet—minus the lead.

The tapes can be played on all machines with the exception of Ampex, RCA, Tandberg and Webcor. These need some modifications because the lower head on these units erects during recording.

"IRISH" Recording Tape A Pleasure to Sell, Says Newark Hi-Fi Dealer

"Since our store sells top-quality hi-fi components, it is only natural that we should sell IRISH brand recording tape," says Stanley Werbin, owner of Sound Reproduction, Inc., one of the outstanding hi-fi stores in Newark, N. J. "We have carried IRISH recording tapes as our only tape line ever since we opened. It has been a pleasure to sell a trouble-free tape.

More and more hi-fi dealers are finding out, like Mr. Werbin, that it's easy to cash in on the tremendous reputation of IRISH Ferro-Sheen tapes among high-fidelity enthusiasts. The IRISH "Money-Maker Pack," newest and most attractive of the IRISH self-selling displays, takes up only two square feet of counter or wall space, displays twenty assorted IRISH reels and nets the dealer a thirty-six dollar profit every time it is sold out—which is very often indeed.

IRISH brand recording tape is manufactured by ORRadio Industries, Inc., Opelika, Alabama, world's largest exclusive magnetic tape manufacturer.

(Advertisement)

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Enter my subscription to The Billboard for a full year (52 issues) at the rate of $15 (a considerable saving over single copy rates). Foreign rate $15.

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853

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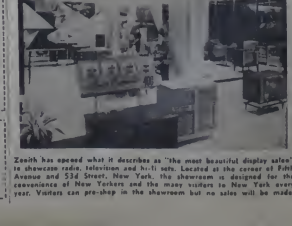
COMING FEBRUARY 17

A Spotlight on Tape Issue

Featuring

TRENDS IN TAPE



Zenith has opened what it describes as "the most beautiful display salon" to showcase radio, television and hi-fi sets. Located at the corner of Fifth Avenue and 53d Street, New York, the showroom is designed for the convenience of New Yorkers and the many visitors to New York every year. Visitors can pre-shop in the showroom but no sales will be made.

Authentic High Fidelity

Fidelity Console by Voice of Music

ORRadio Adds To Its Line

ORRadio Industries (Irish Brand Tape) has added to its line of recording tapes. It is a "fortified double play" tape made on a Mylar polyester base. The

tape carries the catalog number 400

ORRadio points out that the tape is strong enough to withstand a pull of three pounds without distortion. Its resistance to stretching insures fidelity of sound recorded on it. The long-playing feature offers the recordist up to four hours of recording (at 3¾ ips) on a single 2,400 foot reel. The price of a 2,400 foot reel is $11.95.

RCA Adds Two Clock Radios

RCA-Victor has just added two new clock radios to their line. The firm describes them as having "new easier-to-operate control levers." They have an "Instant Set" lever to turn the set and/or an electrical appliance on at a pre-set time. The "Slumber Switch" lever automatically turns off the radio or "Victrola" at a pre-selected time after the listener has dozed off.

Both models have a luminescent, easy to read dial and graduated volume control.

The Bulletin (Model 9C8) also has a swivel base so that clock and sound may be turned in any direction. It retails for $42.95. The other model is the Herald (Model 9C7). It retails for $39.95.

Both sets will be shipped to dealers within the next two weeks.

DeWald Radio Is $36.95

A new all transistor radio is being introduced to the trade by DeWald (Long Island City, N. Y.). Exclusive with the unit is a "Duoflex" circuit which enables the set to deliver fine quality

sound. Other features include a 4-inch speaker, a case of top grade Texon in black or suntan, and weight of only 2¼ pounds.

This model M-414 will retail at $36.95, plus batteries. Battery life is expected to exceed 500 hours with a single 9-volt battery.

SYMPHONIC adds 4 Exciting New Value Leaders to America's Hottest HI-FI Line

Symphonic gives you the sales-keys to open every door to increased sales and profits. No key has been left unturned in this nation-wide drive for greater consumer traffic. Contact your Symphonic distributor now! Don't miss out on your profit-keys!

Your Key to HIgher proFIts

MODEL 1267

89.95 List

4-SPEED AUTOMATIC HI-FI TABLE MODEL PHONOGRAPH

It's going to be the hottest volume builder in the industry. Never before such powerful selling features at its low list price. Dual speakers, jamproof-intermix automatic changer, separate volume, base and treble controls, dual Sapphire needles. In mahogany or blonde.

119.95 List

MODEL 1268

4-SPEED AUTOMATIC HIGH FIDELITY PHONOGRAPH

The unchallenged value leader that will send sales soaring to new highs. Sure-fire features that sell! Two coaxial speakers, external speaker outlet, jamproof-intermix automatic changer with automatic shut-off. Separate volume, base and treble controls, dual Sapphire needles. In mahogany or blonde.

179.95 List

MODEL 1275

4-SPEED AUTOMATIC HI-FI AM-FM RADIO-PHONO COMBINATION

Three great mediums of home entertainment at a new low price! Highly sensitive AM-FM radio, three speakers, electronic crossover network, deluxe jamproof-intermix automatic changer with automatic shut-off. Separate loudness, base and treble controls, dual Sapphire needles, 45 rpm spindle. In mahogany, blonde or fruitwood.

139.95 List

MODEL 1269

4-SPEED AUTOMATIC HI-FI RADIO-PHONO COMBINATION

An easy step-up from model 1268...for only 20.00 additional your customers receive so much more. Sensitive AM radio, two coaxial speakers, electronic crossover network, jamproof-intermix automatic changer with automatic shut-off. Separate volume, tone, radio-phono and tuning controls, dual Sapphire needles. In mahogany or blonde.

HI-FI SPEAKERS

Increase your sales and profits with Symphonic's popular priced external HI-FI speakers. Priced to sell from 49.95.

Write to Symphonic Dept. D1-13 For Nearest Distributor

Prices Slightly Higher South and West

DOUBLE WARRANTY
Only Symphonic has a one year warranty on parts and tubes, plus three months' service.

NATIONAL ADVERTISING
Symphonic's most intensive campaign in leading national magazines and newspapers.

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SYMPHONIC RADIO & ELECTRONIC CORP.
135 JERSEY AVE. NEW BRUNSWICK N. J.

GOOD HOUSEKEEPING
Only Symphonic Phonographs and Tape Recorders have the Good Housekeeping Seal.

NATION-WIDE SERVICE
Symphonic Phonographs and Tape Recorders are serviced by a nation-wide network.

THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide

BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING JANUARY 4

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size and all methods used in this continuing study of retail record sales are under the direct and continuous supervision and control of the School of Retailing of New York University.

This Week		Last Week	Weeks on Chart
1.	**Elvis' Christmas Album** — Elvis Presley, RCA Victor LOC 1035	2	7
2.	**Merry Christmas** — Bing Crosby, Decca DL 8128	1	7
3.	**Ricky** — Ricky Nelson, Imperial IMP 9048	8	10
4.	**Around the World in 80 Days** — Sound Track, Decca DL 9046	6	42
5.	**My Fair Lady** — Original Cast, Columbia OL 5090	3	93
6.	**Hymns** — Tennessee Ernie Ford, Capitol T 756	4	54
7.	**Pat's Great Hits** — Pat Boone, Dot DLP 3071	10	13
8.	**The King and I** — Sound Track, Capitol W 740	14	79
9.	**Perry Como Sings Merry Christmas Music** — RCA Victor LPM 1243	11	5
10.	**Pal Joey** — Sound Track, Capitol W 912	12	10
11.	**Oklahoma!** — Sound Track, Capitol SAO 595	9	122
12.	**Christmas Hymns and Carols** — Robert Shaw Chorus, RCA Victor LM 1711	5	4
13.	**Film Encores** — Mantovani, London LL 1700	24	34
14.	**Dukes of Dixieland, Vol. 3** — Audio Fidelity AFLP 1851	—	13
15.	**Christmas Carols** — Mantovani, London LL 913	7	6
16.	**April Love** — Pat Boone, Dot DLP 9000	25	4
17.	**Loving You** — Elvis Presley, RCA Victor LPM 1515	16	26
18.	**Belafonte Sings of the Caribbean** — Harry Belafonte, RCA Victor LPM 1501	—	13
19.	**Where Are You?** — Frank Sinatra, Capitol W 855	15	16
20.	**Merry Christmas** — Various Artists, Coral EC 82003	19	3
21.	**Warm** — Columbia CL 1078	17	4
22.	**Songs of Christmas** — Norman Luboff Choir, Columbia CL 926	—	1
23.	**A Swingin' Affair** — Frank Sinatra, Capitol W 803	—	27
24.	**Hymns We Love** — Pat Boone, Dot DEP 3058	—	1
25.	**Spirituals** — Tennessee Ernie Ford, Capitol T 818	23	26

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$15

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• Review Spotlight on . . .

The following new packages, reviewed during the past week, have been selected for outstanding sales potential, artistic merit, new talent, sound recording or display value, as indicated. These "Spotlights," in the opinion of The Billboard staff, merit prime consideration from dealers.

Documentary Album

THE LADY FROM PHILADELPHIA: THRU ASIA WITH MARIAN ANDERSON (1-12")—Soundtrack, of "See It Now." RCA Victor LM 2212

This is, essentially, a two-dimensional documentary reduced to a single one: sound. While it lacks the vivid punch of the visual TV elements in its network presentation, there is power. This is, essentially, a two-dimensional documentary reduced to a single one: sound. While it lacks the vivid punch of the visual TV elements in its network presentation, there is power and simple majesty in the sound of Marian Anderson's voice, and pertinence to Edward R. Murrow's running commentary of her Asian journey. Its best chances will probably be with the large audience which saw "See It Now" and want to re-live it. Cover portrait neatly captures the spiritual force of the noted singer.

Rhythm & Blues Album

SAM COOKE (1-12")—Keen A 2001

Whiz kid Sam Cooke teases with a flock of standards in his first album, with his now famous style more than enough to sell this one. It's a well rounded package, including his hit "You Send Me" and some favorable handling of "Moonlight in Vermont," "Danny Boy," and "Old Man River." Set is right up the alley for the teen-age market.

Classical Albums

TCHAIKOVSKY: EXCERPTS FROM THE SLEEPING BEAUTY (1-12")—London Symphony Orch (Monteux). RCA Victor LM 2177

There are numerous competitors on this repertoire, in both complete and excerpt form. This beautiful rendition of symphonic extracts, however, can win its own following, and as the first new release of portions of the score, following a recent network TV presentation of

(Continued on page 75)

Listed on these pages last week as a Special Merit Folk Album Spotlight was the following package: SABICAS (1-12") Montilla FM 108. This was an incorrect listing since the album mentioned is available only in Latin American areas. The same album is available for United States distribution on the Elektra label, EKL-121. We regret this error.

— Album Cover of the Week —

KOUSSEVITZKY AND THE BOSTON SYMPHONY, RCA Camden CAL 356. Beautiful color photo by Jeanette Klein captures the impressionistic quality of the album contents. An excellent cover and one that will certainly attract interest.

• Most Played by Jockeys

FOR SURVEY WEEK ENDING JANUARY 4

Albums are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys.

1. 'S MARVELOUS
   Ray Conniff . . . . . Columbia CL 1074
2. PAL JOEY
   Sound Track . . . . . Capitol W 912
3. WARM
   Johnny Mathis . . . . . Columbia CL 1078
4. JUST ONE OF THOSE THINGS
   Nat King Cole . . . . . Capitol W 903
5. YOUNG IDEAS
   Ray Anthony Orch. . . . . Capitol T 866
6. RICKY
   Ricky Nelson . . . . . Imperial EP 153
7. JACKIE GLEASON PRESENTS Oooo!
   Jackie Gleason . . . . . Capitol W 905
8. LESTER LANIN AT THE TIFFANY BALL
   Lester Lanin . . . . . Epic LN 3010
9. NEW GLENN MILLER ORCHESTRA
   Ray McKinley . . . . . Victor LPM 1522
10. WE GET LETTERS
    Perry Como . . . . . Victor 1463

Best Selling Pop EP's

FOR SURVEY WEEK ENDING JANUARY 4

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size, and all methods used in this continuing study of retail record sales are under the direct and continuous supervision and control of the School of Retailing of New York University.

1. JAILHOUSE ROCK
   Elvis Presley . . . . . RCA Victor EPA 4114
2. ELVIS' CHRISTMAS ALBUM
   Elvis Presley . . . . . RCA Victor EPA 4108
3. RICKY
   Ricky Nelson . . . . . Imperial EP 153
4. LOVING YOU
   Elvis Presley . . . . . RCA Victor EPA 1-1515
5. AND A VERY MERRY CHRISTMAS
   Pat Boone . . . . . Dot DEP 1062
6. HYMNS
   Tennessee Ernie Ford . . . . . Capitol EAP 1-756
7. FOUR BY PAT
   Pat Boone . . . . . Dot DEP 1057
8. SPIRITUALS
   Tennessee Ernie Ford . . . . . Capitol EAP 1-818
9. JUST A CLOSER WALK WITH THEE
   Pat Boone . . . . . Dot DEP 1058
10. LOVE ME TENDER
    Elvis Presley . . . . . RCA Victor EPA 4006

BIG CONSUMER CONTEST LAUNCHES NEW GLENN MILLER ALBUM

LPM 1500, EPC 1500

RCA VICTOR PROMOTES FIRST-TIME-ON-RECORD GLENN MILLER ALBUM WITH $6,000 IN PRIZES!

"Name your favorite Glenn Miller tune and in 25 words or less tell why it's your favorite." That's all that your customers have to do in RCA Victor's contest for a crack at $6,000 worth of fabulous prizes. And here's the hard-hitting advertising and promotion behind this exciting contest.

• Full-scale network radio promotion blast • Full-color point-of-sale counter display • Bright, attention-getting window streamer • Consumer ads in national magazines • Ad mats in two sizes • Transcribed radio spots for use on local stations • Thousands of albums sent to radio stations • Special prize contest for disc jockeys.

How's that for a great send-off to a great recording—The Glenn Miller Carnegie Hall Concert of 1939. Available on records for the first time, this history making concert features such sensational Miller hits as: *Moonlight Serenade, Sunrise Serenade, Stairway to the Stars, Little Brown Jug, Londonderry Air, In the Mood, Bugle Call Rag, One O'Clock Jump,* and *To You.*

No matter who wins the big consumer contest, you're bound to come out ahead with this sure profit-winner. Call your RCA Victor Record Distributor and get your order in today!

On Long Play and $5 Economy Package.

Watch for these NBC-TV network shows in color and black-and-white . . . THE PERRY COMO SHOW, THE GEORGE GOBEL SHOW, THE EDDIE FISHER SHOW, THE PRICE IS RIGHT, TIC TAC DOUGH . . . all sponsored by . . . RCA VICTOR

A HIT FROM BROADWAY ON 45 EP!

EPA-4147

RCA VICTOR's 45 ECONOMY PACKAGE OF "THE SOUND OF WEST SIDE STORY". Here's the exciting music Leonard Bernstein wrote for the show that's the hit of the season—in an album that's headed for the best-seller lists!

It's going places at 45 rpm—America's favorite speed!

RCA VICTOR
Tmk(s) ® RADIO CORPORATION OF AMERICA

• Reviews and Ratings of New Popular Albums

MY FAIR LADY 82
George Wright. Hi Fi (1-12")
Record R 715
Here's a set that can have huge appeal to Wright's large following among organ and hi fi bugs. Masterful interpretations and the apparently never diluted appeal of the charming score make this highly salable. Worth stocking.

SOFT SANDS 80
Oscar Petersen with Buddy Bregman Orch. (1-12")
Verve MGV 2079
This is a non-jazz performance by Petersen. It's a mood music set, with Petersen's scintillating piano style, abetted by a vocal chorus and Bregman's orchestra. The arrangements are plush, and are even more enhanced by four vocals by Petersen, the most charming of which is his purring of "It Happens Every Spring." It's a welcome addition to any listening library.

THE 50TH ANNIVERSARY SHOW .75
Sound Track (1-12")
RCA Victor LOC 1037
This is the music from the noted NBC-TV show which marked the 50th anniversary of General Motors. A wealth of talent and song here—much of which will be remembered by listeners who viewed the show November 17. Hugo Winterhalter, Pat Boone, Steve Lawrence, Dan Dailey and Carol Burnett, Dinah Shore, Doretta Morrow, Bernard Green's orchestra are in the line-up.

YOURS FOREVER 72
Billy Ward & The Dominees (1-12")
Liberty LRP 3083
Vocal harmony by Ward and the Dominees is exact and haunting. Group purrs a flock of standards and a number of originals penned by Ward, with good, listenable results. Ward followers present a ready market, with the cover offering good exposure for the package.

THE DELTA RHYTHM BOYS 70
(1-12")
Elektra 138
A package of extremely varied material, ranging from show tunes to folk. Well recorded, and performed. Included are "'S Wonderful," "Saturday Night Fish Fry," "Blue Skies," "Riddle Song." Cover is neat and attractive.

LET'S WALTZ 69
Joe Biviano Ork. (1-12")
Davis JD 114
Cover of this package spotlights photo of a buxom, scantily clad model, providing a decidedly incongruous contrast to the LP's schmaltzy instrumental contents and title. Quality-wise, package has appeal, in that it features 33 standards in waltz tempo—"Beautiful Dreamer," "Home Sweet Home," "Annie Laurie," etc.

HIGH FI ROAD TO ROMANCE .68
Mark Hunter cond. London Arts Symph. Orch. (1-12")
GNP 30
A musical tour around the world, personified by such selections as "Brazil," "Paris in the Spring," "April in Portugal," all of which are tastefully performed. A vast amount of this repertoire has previously been issued, with sales limited by duplication.

HARRINGTON PRESENTS BABS CAULKINS 68
(1-12")
Cadence CLP 5009
Society matron Babs Caulkins displays her parlor party talents on a group of special-material ditties mostly British music hall-styled items and standards. The amateur canary's set may go for the package, but otherwise LP has little general appeal for today's market.

SLEEPY LAGOON 66
Si Zentner with Russ Garcia Orch. (1-12")
Liberty LRP 3055
A dedication to late maestro Tommy Dorsey by ace trombonist Si Zentner with plush ork backing by Russ Garcia. Altho Zentner's work is accomplished and the music is pleasant, there's more than enough material in this genre available, including Dorsey's original works.

EP

ROCK AND ROLL WITH THE COASTERS 78
Atco EP 4051
The Coasters have been hot of late and two of their hottest singles tides,

(Continued on page 50)

DISTRIBUTORS!—
Get our PROFIT-PACKED PLAN

Including Advertising Bonus Deal—Additional Discounts—Special Distributor Salesman's Bonus!!

Fiesta
America's Leading Latin-American Line

Special New Release:

BLUE BONGO
RENE TOUZET
AND
The Cha Cha Rhythm Boys
FLP 1224
suggested retail price $3.98

Other Fiesta New Releases:

CHA CHA CHA-TANGO-MAMBO-MERENGUE	ARGUESO & HIS ORCH.	FLP 1225
GAUCHOS SERENADE	TRIO AMERICA	FLP 1223
LET'S GO LATIN	MARQUEZ-MARIN-SESMA	FLP 1222
HAVING A BALL	RANDY CARLOS & HIS ORCH.	FLP 1221
THE BEST OF THE LOT	CHA CHA RHYTHM BOYS	FLP 1220
WINE, WOMEN AND CHA CHA	JOSE CURBELO & HIS ORCH.	FLP 1219

And DEALERS!—
Contact your local distributor or write direct for our
"EXTRA-PROFITS-FOR-DEALERS" PLAN!
Fiesta Record Co., Inc. 1619 Broadway New York 19, N. Y.

EILEEN RODGERS

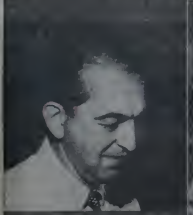
I'M NOT AFRAID ANYMORE
b/w
JUST IN CASE YOU CHANGE YOUR MIND
with RAY CONNIFF
and his orchestra
4—41097

RAY ELLIS

COME TO ME
(from the television production "Come to Me")
b/w
36—26—36
(from the Columbia Album, "Ellis in Wonderland")
RAY ELLIS and his orchestra
4—41094

BILLY BROWN

MEET ME IN THE ALLEY SALLY
b/w
I WANTED YOU
4—41100



PERCY FAITH

[illegible]
[illegible]
b/w
THE STARS
PLEASE [illegible]
[illegible]
4—41[illegible]

CARL SMITH

YOUR NAME IS BEAUTIFUL
b/w
YOU'RE SO EASY TO LOVE
4—41092

RONNIE SELF

[illegible] ELENA
b/w
I AIN'T GOIN' NOWHERE
4—41101

THE WORD ON PLAYS

Columbia covers the field! "Come to Me," featured this week in an instrumental by RAY ELLIS is the same song just pressed by Mr. Magic, JOHNNY MATHIS! It looks like a razzle-dazzle winner, right up the DeeJay's programming alley! • • • CARL SMITH, swimming in the gravy boat with "Why, Why" now launches a lovely ballad, "Your Name Is Beautiful," which should be even bigger! Flip was written by a Columbia triumvirate, CARL SMITH, WAYNE WALKER and MEL TILLIS—a three-way stretch to shape up C&W sales for good! • • • The DeeJay's #1 gal, EILEEN RODGERS, sends out a double with tremendous versatility and sales appeal. "Just In Case You Change Your Mind" is a countrified jump tune and "I'm Not Afraid Anymore" is a strong ballad! Both are belted to GO! • • • Think of a hit show, and you think of Broadway and PERCY FAITH! From the SRO "West Side Story," Percy lifts "Maria," the big ballad of the show, and turns out an instrumental you'll be hearing everywhere! Flip has all the ingredients of Mr. Faith's recent, best-selling "Till."

EXTRA EXPOSURE!

No one single thing boosts an artist more than television appearances. The electronic Lady Bountiful is due to smile on THE COQUETTES when they appear on the Ed Sullivan Show on January 19th and on TONY BENNETT when he appears as guest artist on the Perry Como Show on January 18th.

THE SURE-FIRE HITS ARE ON COLUMBIA RECORDS

A DIVISION OF CBS
"Columbia" Marcas Reg. "CBS" T.M.

A HIT BY FRANKIE CARLE ON 45 EP!

RCA VICTOR's 45 ECONOMY PACKAGE OF "BEAUTIFUL DOLLS." Frankie's great piano style makes "PAPER DOLL," "CHINA DOLL," "DOLL DANCE," and "THE WOODEN SOLDIER AND THE CHINA DOLL" come to life in this fast-moving new album.

It's going places at 45 rpm—America's favorite speed!

RCA VICTOR
RADIO CORPORATION OF AMERICA

• Reviews and Ratings of New Popular Albums

• Continued from page 48

"Swingin'" and "Young Blood," are included in this package. Other items are "Ida" with the Golden Horn, etc. "Ida" with the Golden Head," and "My Baby Comes to Me." Photo of the boys in action on the cover lends display value for the rack and dealers' shelves. Solid merchandise for the teen trade.

THE SOUND OF WEST SIDE STORY ... 66
Ramon Kimal (vs. J.J.P.)
RCA Victor EPA 4154
Four excerpts from one popular score of his musical, arranged by some men who wrote the show scores, also utilizing the Hoedownerettes group for vocal effects. Excerpts of "Cool," "I Feel Pretty," "Maria" and "America" in a fast, pounding solid fashion, but less imaginative than Mooney Album version of same music, yet it's a fitting one to use the EP format.

LAUGHIN' AND SWINGIN' WITH BILL JACORS ... 66
(1 EP)
RCA Victor EPA 4-10
Jacobs' piano and [illegible] rids the tunes "Young Love," "Bahama" [illegible] "Serenade in Blue" and [illegible] Gus [illegible] should be skipped.

Low-Priced

DEBUSSY: LA MER; RAVEL: RHAPSODIE ESPAGNOLE; SATIE: GYMNOPEDIES NOS. 1 & 2 ... 78
Boston Symphony Orch. (Rosenthal)
LP
RCA Camden CAL 376
Repertoire will do honor on regular disk shop bargain counters than on the cards. In fact, beautifully packaged re-issue can be pushed as a worthy item. Sound is at case performance, and even good on the Hazel side. The observations rate with the best on the works. La Mer dates from 1905, the others are [illegible] better.

Country & Western

THE PICKARD FAMILY ... 73
(Vocal)
Verve MGV 2002
Adult harmony [illegible] under this group, one of the versions of the Lily Pons [illegible]. The [illegible] they render are the traditional [illegible] "Big Mouse Mountain," "Big Rock Candy Mountain," and [illegible] to [illegible] the [illegible] the [illegible] was nevertheless.

Folk

SUSAN REED SINGS OLD AIRS ... 80
(Vocal)
Folkways 126
Delicate and sensitive [illegible] of 18 folk songs by the [illegible] Reed made this set [illegible] has [illegible]

(Continued on page 79)

AWARD OF THE WEEK | SURE SHOT | SLEEPER OF THE WEEK

SOLID (14 KARAT) (GOLD FOR '58)

MONEY MAKING MASTERPIECES

POP-SATIONAL

The Casuals
SO TOUGH
b/w
I LOVE MY DARLING
*THE ORIGINAL
BACK BEAT 503

Little Junior Parker
THAT'S ALRIGHT
b/w
PRETTY BABY
DUKE 168

BLUE-SATIONAL

Bill Bodaford and the Rockets

LITTLE GIRL
r/w*
TEARDROPS
BACK BEAT 507
*(Also packed with)
ROCK-TACULAR

BACK BEAT—DUKE RECORDS
2009 ERASTUS STREET HOUSTON 26, TEXAS

CHALLENGE

Hits! Hits! Hits! Hits!

BREAKING BIG

"SO TOUGH"

BY THE KUF-LINX #1013

STILL GOING STRONG

"I'M AVAILABLE"
DAVE BURGESS
#1008

"TEEN QUEEN"
HUELYN DUVALL
#1012

New! NEW RELEASES New!

"TRAIN TO NOWHERE"
and
"TEQUILA"
The Champs
#1016

"SHE'S GOT EYES"
and
"SHADOW STREET"
Kip Tyler
#1014

"ALOHA LOVE CHANT"
and
"ANGEL IN MY ARMS"
Bobby Milano
#1017

"LIVE A LITTLE"
and
"THE FELLA WHO LOOKS LIKE ME"
Prince Patridge
#1015

CHALLENGE

He just bought five L.P.'s!

HARD TO BELIEVE? ABSOLUTELY NOT!

As Mr. Recordbuyer reads through the latest issue of AUDITION, which he obtained at one of 1,100 record dealers across the nation, he learns of new album releases, reads reviews of top new albums and is stimulated by the full color reproductions of album covers.

Result: He goes back to the record store where he obtained his copy of AUDITION and buys those five LP's, the ones he learned about in AUDITION.

Moral: You'd better tell and sell your customers and prospective customers with AUDITION. Until they know what's available and that you've got it in stock, you're missing sales and profits.

Put AUDITION to work for you now. Enter your order now. Don't delay!

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Cincinnati 22, Ohio

I want to make sure I receive copies of Audition every month. Please enter my order for:

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☐	40	$3.60	$2.40
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	____Copies (enter quantity)	@7.5c each	7.5c on ea. copy

SIGNED _____

STORE NAME _____

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CITY _____ ZONE ____ STATE _____

This is the order blank that will start AUDITION coming your way to help you increase sales and profits in 1958.

Copies of the February issue will be shipped to you January 31.

Atlantic Aims for the Top

• Continued from page 38

qualitions include the Clowtones, an r&b. group for East-West; Dean Beard (Atlantic), a rockabilly, pop thrush Carol Stevens, cleffer-singer Otis Blackwell, the Jay Singers, pop group formerly with Decca; Bobby Darin (Atco), and Linda Hopkins (Atco).

In the album field, the blockbusters are the Modern Jazz Quartet, Chris Connor (also a strong singles entity); Jimmy Giuffre; Leonie Tristano and Charles Mingus. Also in the jazz idiom, the company has much material in the can by Shorty Rogers and Lee Konitz, both of whom have departed the label. In the nitery idiom, the biggest draws are Mabel Mercer and Bobby Short.

Future Expansion

As for the immediate future, Atlantic's plans include expansion in two major raves, essential to its projected role as a major label. These are classical recordings and stereo tape.

The tape plans are the more concrete at the moment. On February 1, the first stereo release will be shipped. There will be seven reels, all with specially designed covers, different from the comparable LP's with booklets enclosed. Included will be the MJQ's "Fontessa," "Joe Turner Sings Kansas City Jazz," "Joe Carroll-Mood Jazz," "Shorty Rogers-Martians Come Back," "Phineas Newborn," "Wilbur De Paris at Symphony Hall" and "Chris Connor." These will be priced at $11.95 each. There will be regular bi-monthly releases thereafter.

Looking to the stereo future, Atlantic, for the past three years, or since Nesuhi Ertegun joined, has been cutting all of its sessions stereo. The advent of the stereo disk will not pose any problem.

In the classical end, there are no specific plans set, but 1958 definitely will see the first releases. Projects have been put into motion to record the full gamut of longhair repertoire, including symphonic, operatic and chamber music, both here and in Europe. European recording and distribution ties have been signed.

Citing its fondness in the past for jazz works in a modern, even experimental vein, Atlantic claims to be sympathetic also toward contemporary classical works. It promises some "music for the future, including highly radical and experimental compositions."

Atlantic has experimented from the beginning, and has demonstrated that leadership can pay off.

Electronic Dreams

• Continued from page 38

tapes of old records, have them erased and re-recorded with new tunes. When and if this comes to pass, record companies will be selling only what they want to sell—noise. No merchandise on breakage to return. All they do is record tunes and license them for re-recording and live off the fat of their royalties.

Then there's the LP tape. The LP tape is accomplished by inserting a handful of "single" tapes and instructing the machine to re-record them on one long tape in any order determined by the customer. Or if the customer doesn't have the singles to insert, he can just punch the proper buttons to instruct the machine to make its own LP tape.

Finally, and this may take more than a decade in the cultural capsule for people who feel they ought to be exposed to popular music even if they don't like it. Under this system, the music would be shaved into a capsule. Then the capsule is swallowed, so the customer can absorb the sounds without listening to them at all. This would be especially useful for rock-and-roll numbers during the Christmas season, so, as anyone of vision can plainly see, this is not the end, man.

Juke Hearings

• Continued from page 38

Copyright Act, but exempt location owners from liability for performance royalty on pike box music, will have their say on February 19. Jukes spokesmen will have Thursday, February 20. A third day will be held open for any further threshing out of the issues left necessary.

The juke box forces, both distributors and operators, plus hotel, tavern and other groups with related interests, will hold for keeping the exemption intact in the law.

Spokesmen for the music licensing and songwriter groups holding for the bill to put coin-operated music in the public performance category, feel optimistic about Sen. O'Mahoney's outspoken opposition to settle the juke exemption matter in this session. (See stories in Coin Machine section.)

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SONNY ROLLINS PLAYS FOR BIRD

Sonny Rollins, Max Roach and Kenny Dorham play a medley of Charlie Parker favorites. This is a masterpiece!

12" LP 7095

modern jazz begins on
PRESTIGE
447 WEST 50th STREET, NEW YORK

SHORT SHORTS

has got to be

BIG BIG!

The whole industry

. . . the whole country will soon be talking

about nothing but

ABC-PARAMOUNT's

latest blockbuster

SHORT SHORTS

B/W PLANET ROCK

by the

ROYAL TEENS

9882

They're sure to cover

—but they'll never even approach

the selling sound of our

ORIGINAL!

So don't be caught short on

SHORT SHORTS

—it'll stand tall

among '58's

smashes!

Distributed in Canada by Spartan of Canada, Ltd

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending January 4

This Week | Last Week | Weeks on Chart

1. April Love — 1 | 12
By Fain & Webster—Published by Leo Feist (ASCAP)
BEST SELLING RECORD: Pat Boone, Dot 15660.

2. Raunchy — 2 | 8
By Justin Moshier—Published by Hi-Lo Music (BMI)
BEST SELLING RECORDS: Ernie Freeman, Imperial 5474; Bill Justis, Phillips International 3518.
RECORDS AVAILABLE: Marvin (Guitar) Hubbard, ABC-Paramount 9869; Billy Vaughn, Dot 15661; Shady Wood, Dot 30539.

3. At the Hop — 3 | 6
By Singer-Medora-White—Published by Singular (BMI)
BEST SELLING RECORDS: Danny and the Juniors, ABC-Paramount 9674.
RECORD AVAILABLE: Nick Todd, Dot 15675.

4. Kisses Sweeter Than Wine — 4 | 8
By Paul Campbell and Joni Newman—Published by Folkways (BMI)
BEST SELLING RECORD: Frankie Ridders, Roulette 4031.
RECORDS AVAILABLE: Three Friends, AFS 100; Weavers, Decca 27670.

5. Peggy Sue — 6 | 8
By Jerry Allison & Norman Petty—Published by Nor-Va-Jak Music.
BEST SELLING RECORD: Buddy Holly, Coral 61447.
RECORDS AVAILABLE: Jackie Wilcher, Imperial 5471; Bunny Yates, King 5105.

6. You Send Me — 3 | 12
By L. C. Cooke—Published by Hesnita (BMI)
BEST SELLING RECORDS: Teresa Brewer, Coral 61498; Sam Cooke, Keen 34013.
RECORDS AVAILABLE: Jesse Belvin, Modern 1011; Pee Johnson, Cap 3815.

7. All the Way — 5 | 10
By Sammy Cahn-James Van Heusen—Published by Maraville Music (ASCAP)
BEST SELLING RECORD: Frank Sinatra, Cap 3793.
RECORDS AVAILABLE: Cindy Martin & Stan Foot Fox, Dot 15653; Nancy Reid/J. Pitts, Dec 30444; Walter Scharf, Jubilee 5300.

8. Great Balls of Fire — 8 | 6
By Jack Hammer-Otis Blackwell—Published by BRS-Hill & Range (BMI)
BEST SELLING RECORD: Jerry Lee Lewis, Sun 281.
RECORD AVAILABLE: George Gibbs, Vi 7098.

9. Jingle Bell Rock — 9 | 3
By Joe Beal-Jim Boothe—Published by Chappell Music (ASCAP)
BEST SELLING RECORD: Bobby Helms, Dec 30513.

10. Why Don't They Understand? — 18 | 6
By Joe Henderson-Jack Fishman—Published by Melbia Music (BMI)
RECORDS AVAILABLE: George Hamilton IV, ABC-Paramount 9962.

Second Ten

11. Sugartime — – | 1
By Charlie Phillips-Odis Echols—Published by Nor-Va-Jak (BMI)
BEST SELLING RECORD: McGuire Sisters, Lifetime 61974.
RECORD AVAILABLE: Charlie Phillips, Coral 61908.

12. Jailhouse Rock — 10 | 11
By Jerry Leiber & Mike Stoller—Published by Elvis Presley Music (BMI)
BEST SELLING RECORD: Elvis Presley, Vi 7035.

13. Silhouettes — 12 | 13
By B. Crewe and F. Slay—Published by Regent Music (BMI)
BEST SELLING RECORD: Rays, Cameo 117.
RECORDS AVAILABLE: Diamonds, Mercury 71197; Steve Gibson and the Red Caps, ABC-Paramount 9956; Dean Jones, MGM 12588.

14. Liechtensteiner Polka — 11 | 8
By Kutscher-Lindt—Published by Burlington (ASCAP)
BEST SELLING RECORD: Will Glahe, London 1755.
RECORDS AVAILABLE: Lawrence Welk, Coral 61900; Lil Wally Orr, Banana 510.

15. Stood Up — 20 | 2
By D. Dickerson-E. Herrold—Published by Commodore Music (BMI)
BEST SELLING RECORD: Ricky Nelson, Imperial 5483.

16. Fascination — 21 | 22
By A. D. Marchetti, D. Miniello—Published by Sonzero Music (ASCAP)
BEST SELLING RECORD: Jane Morgan, Kapp 191.
RECORDS AVAILABLE: David Carroll, Mercury 71195; Ray Ellis, Col 40982; Guy Hamilton, Epic 9-1[illegible]; Dick Jacobs, Coral 61864; Don Johnson, Kubly [illegible]; Lee Lawrence, London 1[illegible]; Big Al Sears, Jubilee 5299; Dutch Smith, Vi 4960; Fred Waring, Dec 30421; Tony Martin, Kapp 191.

17. Chances Are — 13 | 18
By Stevens A B A—Published by Keith Music (ASCAP)
BEST SELLING RECORD: Johnny Mathis, Col 4099.

18. Oh, Boy! — 19 | 5
By Sonny Bo Tilghman-George Petty—Published by Nor-Va-Jak (BMI)
BEST SELLING RECORD: Crickets, Brunswick 55[illegible].

19. My Special Angel — 14 | 13
By Jerome Dominico—Published by Mirage (BMI)
BEST SELLING RECORD: Bobby Helms, Dec 30423.
RECORDS AVAILABLE: Frank D'Rone, Mercury 71[illegible]; Sandy Lynn, Lynn [illegible].

20. Melodie D'Amour — 15 | 15
By Joe Jordan-Henri Salvador—Published by Barton Music (BMI)
BEST SELLING RECORDS: Ames Brothers, Vi 7046.
RECORDS AVAILABLE: Marty Gold, Vi 7046; Edmundo Ros, London 1701.

Third Ten

21. The Stroll — – | 1
By Clyde Otis-Nancy Lee—Published by Metallan Music (BMI)
RECORDS AVAILABLE: Diamonds, Mer 71142; Lancers, Coral 61908.

22. Around the World — 17 | 31
By Victor Young—Published by Victor Young Publications (ASCAP)
RECORDS AVAILABLE: George Barnes, Dec 30398; Charlie Carl, Songbird 300; Bix Charles Sonares, MGM 12507; Dick Contino, Mercury 71145; Don Costa, ABC-Paramount 9776; Eddie Fisher, Vi 6561; Jack Hackett, Thunderbird 1916; Manny Lopez, Vi 6453; Mantovani, London 1[illegible]; McGuire Sisters, Coral 61876; Jane Morgan, Kapp 185; Big Al Sears, Jubilee 5[illegible]; Larry Storch, Bulletin 4024; Victor Young and Bing Crosby, Dec 30262; Lawrence Welk, Coral 61741.

23. I'm Available — 23 | 10
By Dave Burgess—Published by Golden West (ASCAP)
RECORDS AVAILABLE: Dave Burgess, Challenge 1068; Kendall Sisters, Argo 5278; Bonnie Lou, King 5094; Marge Roberts, Liberty 55102.

24. Put a Light in the Window — 22 | 6
By Brenda Boverie-Kenny Jacobson—Published by Elmo Music (ASCAP)
RECORD AVAILABLE: Frankie Lada, Col 41018.

25. Wake Up Little Susie — 18 | 16
By F. Bryant & B. Bryant—Published by Acuff Rose (BMI)
RECORD AVAILABLE: Everly Brothers, Cadence 1327.

26. Rock and Roll Music — 24 | 9
By Chuck Berry—Published by Arc Music (BMI)
RECORD AVAILABLE: Chuck Berry, Chess 1653.

27. Buzz, Buzz, Buzz — 27 | 4
By J. Gray & B. Byrd—Published by Cash (BMI)
RECORDS AVAILABLE: Ruby Draper, Mercury 71[illegible]; Hollywoods, Flame 1[illegible].

28. Be-Bop Baby — 26 | 15
By P. Lastman—Published by Trinity Music (BMI)
RECORD AVAILABLE: Ricky Nelson, Imperial 5463.

29. Twelfth of Never — – | 11
By P. F. Webster & Jerry Livingston—Published by Englishes (ASCAP)
RECORD AVAILABLE: Johnny Mathis, Col 40993.

30. Waitin' In School — – | 1
By Johnny Burnette and Doug Ramsey—Published by Beech (BMI)
RECORD AVAILABLE: Ricky Nelson, Imperial 5483.

The Honor Roll of Hits comprises the nation's top tunes according to record sales, sheet sales and disk jockey performances as determined by The Billboard's weekly nationwide surveys.

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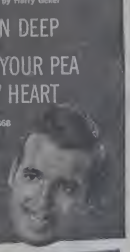
Buyboard

THE ANDREWS SISTERS
with Orchestra Conducted by Bob Thompson
ONE MISTAKE
MELANCHOLY MOON
Record No. 3869

RENATO CAROSONE
e il Suo Sestetto
canta Gigi Di Giacomo in Napoli
PIGLIATE 'NA PASTIGLIA
'A SONNAMBULA

TENNESSEE ERNIE FORD
with Orchestra and Chorus
Conducted by Harry Geller
DOWN DEEP
BLESS YOUR PEA PICKIN' HEART
Record No. 3868



ANDY GRIFFITH
Orchestra Under Direction of
Billy May
SILHOUETTES
CONVERSATION WITH A MULE
Record No. 3872

LARRY HOVIS
With Jack Marshall's Music
DO I LOVE YOU •
WE COULD HAVE LOTS OF FUN
Record No. 3873

PLAS JOHNSON
And His Orchestra
HOPPIN' MAD
POPCORN
Record No. 3870

THE LOUVIN BROS.
DOG SLED
WHEN I LOVED YOU
Record No. 3871

TOMMY SANDS
SING BOY SING
from the 20th Century-Fox Picture
"Sing Boy Sing"
CRAZY 'CAUSE I LOVE YOU
Record No. 3867

MAMIE VAN DOREN
with Orchestra and Chorus
Conducted by Warren Barker
SOMETHING TO DREAM ABOUT
I FELL IN LOVE
Record No. 3863

Dot's PARADE of BEST SELLERS

15661 SAIL ALONG SILVERY MOON—RAUNCHY —Billy Vaughn
15660 APRIL LOVE—WHEN THE SWALLOWS COME BACK TO CAPISTRANO —Pat Boone
15664 HENRIETTA —Jimmy Dee
15662 THE JOKER —The Hilltoppers
15680 I CAN'T HELP IT —Margaret Whiting
15683 YELLOW DOG BLUES—SUGAR TRAIN —Johnny Maddox
15675 AT THE HOP—I DO —Nick Todd
15682 LOVE LIKE A FOOL—AIN'T IT THE TRUTH —The Fontane Sisters
15666 WINTER WARM—GO 'WAY FROM MY WINDOW —Gale Storm
15686 LOCKED IN THE ARMS OF LOVE—WHERE THE RIO DE ROSA FLOWS —Ron Copeland
15679 GOLDEN BOY—ACORN —Carol Jarvis
15678 MAKING BELIEVE—I SAW YOUR FACE IN THE MOON —Bonnie Guitar
15570 LOVE LETTERS IN THE SAND —Pat Boone
15612 MISTER FIRE EYES —Bonnie Guitar
15586 REBEL —Carol Jarvis
15665 THE BRIGHT LIGHT—ROC-A-CHICKA —Jim Lowe
15657 I'M ALONE BECAUSE I LOVE YOU—DON'T LET IT GET AROUND —Tab Hunter
15649 WHERE DID OUR YOUNG YEARS GO—COTTON-EYED JOE —Don Rono-Red Smiley

BEST SELLING LP's

DLP-3071 PAT'S GREAT HITS—Pat Boone
DLP-9000 Music From the Sound Track of the 20th Century Fox CinemaScope Picture, APRIL LOVE—Starring Pat Boone and Shirley Jones
DLP-3068 HYMNS WE LOVE—Pat Boone
DLP-3077 PAT BOONE SINGS IRVING BERLIN—Pat Boone
DLP-3075 WORD JAZZ—JAZZ HORIZONS—Ken Nordine
DLP-3086 MUSIC FOR THE GOLDEN HOURS—Billy Vaughn
DLP-3054D Music From the Sound Track of CECIL B. DE MILLE'S "THE TEN COMMANDMENTS"
DLP-3064 MELODIES IN GOLD—Billy Vaughn
DLP-3050 "PAT"—Pat Boone
DLP-3017 SENTIMENTAL ME—Gale Storm
DLP-3016 THE GOLDEN INSTRUMENTALS—Billy Vaughn
DLP-3011 GALE STORM
DLP-3063 THE THIRTIES IN RAGTIME—Johnny Maddox
DLP-3052 FAVORITES OF MR. BANJO HIMSELF—Eddie Peabody
DLP-3030 HOWDY!—Pat Boone
DLP-3012 PAT BOONE

BEST SELLING EP's

DEP-1056 A CLOSER WALK WITH THEE—Pat Boone
DEP-1057 "FOUR BY PAT"—Pat Boone
DEP-1055 A DATE WITH PAT BOONE
DEP-1049 PAT BOONE SINGS

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THE NATION'S BEST SELLING RECORDS

Nick Todd

With Another BIG ONE!

Ever Since I Met Lucy

TEENAGE CUTIE

#15688

Dot RECORDS, Inc. • Sunset and Vine • Hollywood, Calif • Phone HO 2-3141
THE NATION'S BEST SELLING RECORDS

Best Sellers in Stores

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size, and all methods used in this continuing study of retail record sales are under the direct and continuing supervision and control of the School of Retailing of New York University.

FOR SURVEY WEEK ENDING JANUARY 4, 1958

This Week	Title	Artist	Last Week	Weeks on Chart
1.	AT THE HOP (BMI)— Danny and the Juniors (Singsong (BMI)—ABC-Paramount 9971)		1	6
2.	STOOD UP (BMI)—Ricky Nelson / WAITIN' IN SCHOOL (BMI)— Imperial 5483		4	3
3.	GREAT BALLS OF FIRE (BMI)— Jerry Lee Lewis (You Win Again (BMI)—Sun 281)		2	7
4.	APRIL LOVE (ASCAP)—Pat Boone (When the Swallows Come Back to Capistrano (ASCAP)—Dot 15660)		3	11
5.	PEGGY SUE (BMI)—Buddy Holly (Everyday (BMI)—Coral 61935)		5	10
6.	JAILHOUSE ROCK (BMI)—Elvis Presley / TREAT ME NICE (BMI)—Vic 7035		7	14
7.	JINGLE BELL ROCK (ASCAP)— Bobby Helms (Captain Santa Claus (ASCAP)—Dec. 30911)		9	4
8.	YOU SEND ME (BMI)—Sam Cooke / SUMMERTIME (ASCAP)—Keen 34018		10	12
9.	KISSES SWEETER THAN WINE (BMI)—Jimmie Rodgers (Never Loved You'll Never Be (ASCAP)— Roulette 4014)		8	8
10.	RAUNCHY (BMI)—Bill Justis (The Midnite Man (BMI)—Phillips International 3516)		6	9
11.	SILHOUETTES (BMI)—The Rays (Dada Cool (BMI)—Cameo 117)		11	13
12.	OH, BOY! (BMI)—Crickets (No Fade Away (BMI)—Brunswick 55033)		14	7
13.	MY SPECIAL ANGEL (BMI)— Bobby Helms (Sunday at the End of My World (BMI)— Dec. 30623)		16	13
14.	WAKE UP LITTLE SUSIE (BMI)— Everly Brothers (Maybe Tomorrow (BMI)—Cadence 1337)		12	16
15.	ROCK AND ROLL MUSIC (BMI)— Chuck Berry (Blue Feeling (BMI)—Chess 1671)		13	10
16.	CHANCES ARE (ASCAP)— Johnny Mathis (THE TWELFTH OF NEVER (ASCAP)—Col 40993)		19	17
17.	BONY MORONIE (BMI)— Larry Williams (YOU BUG ME, BABY (BMI)— Specialty 615)		15	10
18.	RAUNCHY (BMI)—Ernie Freeman (Peddlin' (BMI)—Imperial 5474)		17	9
19.	BE-BOP BABY (BMI)—Ricky Nelson / HAVE I TOLD YOU LATELY THAT I LOVE YOU (BMI)— Imperial 5483		15	13
20.	ALL THE WAY (ASCAP)— Frank Sinatra (CHICAGO (ASCAP)—Cap 3793)		20	10
21.	SAIL ALONG SILVERY MOON (ASCAP)—Billy Vaughn (RAUNCHY (BMI)—Dot 15661)		25	4
22.	THE STROLL (BMI)—Diamonds (Land of Dreams (BMI)—Mercury 71242)		40	2
23.	BUZZ, BUZZ, BUZZ (BMI)— Hollywood Flames (Cry (BMI)—Edsel 119)		23	7
24.	WHY DON'T THEY UNDERSTAND? (BMI)—George Hamilton IV (Even The (BMI)—ABC-Paramount 9967)		22	7
25.	JUST BORN (BMI)—Perry Como (IVY ROSE (ASCAP)—Vic 7050)		28	12
26.	THE BIG BEAT (BMI)—Fats Domino / I WANT YOU TO KNOW (BMI)— Imperial 5177		29	4
27.	TEARDROPS (BMI)— Lee Andrews and the Hearts (Girl Around the Corner (BMI)—Chess 1675)		21	7
28.	FASCINATION (ASCAP)— Jane Morgan (Fascination (Instrumental) (ASCAP)—Kapp 191)		36	19
29.	MELODIE D'AMOUR (BMI)— Ames Brothers (So Little Time (BMI)—Vic 7046)		24	14
30.	SUGARTIME (BMI)—McGuire Sisters (Banana Split (BMI)—Coral 61924)		42	2
31.	I'M AVAILABLE (BMI)— Margie Rayburn (If You Were (ASCAP)—Liberty 55102)		30	10
32.	I LOVE YOU FOR SENTIMENTAL REASONS (BMI)—Sam Cooke / DESIRE ME (BMI)—Keen 4002		32	3
33.	LIECHTENSTEINER POLKA (ASCAP)—Will Glahe (Schweizer Polka (BMI)—London 1705)		27	9
34.	I'LL COME RUNNING BACK TO YOU (BMI)—Sam Cooke / FOREVER (BMI)—Specialty 619		35	4
35.	THE STORY OF MY LIFE (ASCAP)— Marty Robbins (Once a Week Date (BMI)—Col 41011)		34	7
36.	LA DEE DAH (BMI)—Billy and Lillie (The Monster (BMI)—Swan 4002)		—	1
37.	NO LOVE (BUT YOUR LOVE) (BMI)—Johnny Mathis / WILD IS THE WIND (ASCAP)— Col 41060		33	5
38.	LITTLE BITTY PRETTY ONE (BMI)—Thurston Harris (I Hope You Won't Mind It Against Me (ASCAP)—Aladdin 3398)		31	12
39.	HONEYCOMB (ASCAP)— Jimmie Rodgers (Their Hearts Were Full of Spring (ASCAP)— Roulette 4015)		26	22
40.	PUT A LIGHT IN THE WINDOW (ASCAP)—Four Lads (The Things We Did Last Summer (ASCAP)— Col 41058)		39	5
41.	OH, JULIE (BMI)—Crescendos (Mr. Lion Cub (BMI)—Nasco 6005)		—	1
42.	LITTLE SANDY SLEIGHFOOT (ASCAP)—Jimmy Dean (When Did Ring the Golden Bells (ASCAP)—[illegible])		37	3
43.	WHITE CHRISTMAS (ASCAP)— Bing Crosby (God Rest Ye Merry, Gentlemen (ASCAP)— Dec [illegible])		38	5
44.	THE JOKER (BMI)—Hilltoppers (Chicken, Chicken (ASCAP)—Dot 15662)		46	4
45.	TAMMY (ASCAP)—Debbie Reynolds (French Heels (ASCAP)—Coral 61951)		43	25
46.	SANTA AND THE SATELLITE (BMI)—Buchanan and Goodman (Part 2 (BMI)—Universe 107)		41	4
47.	HENRIETTA (BMI)—Jimmy Dee (Don't Cry No More (BMI)—Dot 15664)		—	1
48.	THE JOKER (BMI)—Billy Myles (Honey Bee (BMI)—Ember 1028)		45	9
49.	TILL (ASCAP)—Roger Williams (Big Town (ASCAP)—Kapp 197)		47	10
50.	KEEP A' KNOCKIN' (BMI)— Little Richard (Can' Believe You Want to Leave—Specialty 618)		—	13

THIS WEEK'S BEST BUYS

Special telephone reports indicate these recent releases have broken out in one or more key areas and have excellent potential for placing on The Billboard's best seller charts.

GET A JOB (Ulysses & Bagby, BMI)—The Silhouettes—Ember 29—This is a hot one. It's moving strongly in all markets. Flip is "I Am Lonely"-(Ulysses & Bagby, BMI) A previous Billboard Spotlight pick.

DEDE DINAH (Debmar, ASCAP)—Frankie Avalon—Chancellor 1011—Sales are jumping in all markets. This appears to be a big one. Flip is "Ooh La La" (Debmar, ASCAP). A previous Billboard Spotlight pick.

JO-ANN (Figure, BMI)—The Playmates—Roulette 4037—Action on the side is heavy in most of the major markets. Elsewhere, sales are starting to build. Flip is "You Can't Stop Me From Dreaming" (Figure, BMI).

RECENT POP RELEASES COMING UP STRONG

FOR SURVEY WEEK ENDING JANUARY 4

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size and all methods used in this continuing study of retail record sales are under the direct and continuing supervision and control of the School of Retailing of New York University.

Don't Let Go	*Roy Hamilton* (BMI-Epic 9-[illegible])
Get a Job	*Silhouettes* (BMI-Ember 1029)
A Very Special Love	*Johnny Nash* (ASCAP-ABC-Paramount 9974)
You Can Make It, If You Try	*Gene Allison* (BMI-Vee Jay 258)

THE TRADE SAYS...

"HOT!"

A First "Spotlight" hit of '58...

—BILLBOARD

Picked "Sleeper of the Week"...

—THE CASH BOX JAN. 11

Mercury RECORDS

Helpless

BY

THE PLATTERS

COUPLED WITH "INDIFF'RENT"

MERCURY 71246

BREAKING OUT EVERYWHERE

CARL PERKINS
LEND ME YOUR COMB
SUN # 287

CARL PERKINS
LEND ME YOUR COMB
SUN # 287

CARL PERKINS
LEND ME YOUR COMB
SUN # 287

CARL PERKINS
LEND ME YOUR COMB
SUN # 287

SUN RECORD COMPANY
INCORPORATED

Most Played by Jockeys

FOR SURVEY WEEK ENDING JANUARY 4

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week		Last Week	Weeks on Chart
1.	APRIL LOVE (ASCAP)—Pat Boone When the Swallows Come Back to Capistrano (ASCAP)—Dot 15660	1	12
2.	AT THE HOP (BMI)—Danny and the Juniors Sometimes (BMI)—ABC-Paramount 9871	5	4
3.	FISSES SWEETER THAN WINE (BMI)—Jimmie Rodgers Better Loved You'll Never Be (ASCAP)—Roulette 4031	4	9
4.	RAUNCHY (BMI)—Ernie Freeman Poddin' (BMI)—Imperial 5474	8	7
5.	ALL THE WAY (ASCAP)—Frank Sinatra Chicago (ASCAP)—Cap 3793	2	12
6.	YOU SEND ME (BMI)—Sam Cooke Summertime (ASCAP)—Keen 34013	3	11
7.	PEGGY SUE (BMI)—Buddy Holly Everyday (BMI)—Coral 61815	7	9
8.	RAUNCHY (BMI)—Bill Justis The Midnite Man (BMI)—Phillips International 3519	9	8
9.	GREAT BALLS OF FIRE (BMI)—Jerry Lee Lewis You Win Again (BMI)—Sun 281	12	6
10.	WHY DON'T THEY UNDERSTAND? (BMI)—George Hamilton IV Even Tho' (BMI)—ABC-Paramount 9862	18	2
11.	PUT A LIGHT IN THE WINDOW (ASCAP)—Four Lads The Things We Did Last Summer (ASCAP)—Col 41054	8	6
12.	JINGLE BELL ROCK (ASCAP)—Bobby Helms Captain Santa Claus (ASCAP)—Dec 30513	11	3
13.	SUGARTIME (BMI)—McGuire Sisters Banana Split (BMI)—Coral 61924	14	2
14.	CHANCES ARE (ASCAP)—Johnny Mathis The Twelfth of Never (ASCAP)—Col 40993	13	15
15.	THE STORY OF MY LIFE (ASCAP)—Marty Robbins Once-a-Week Date (BMI)—Col 41013	20	5
16.	THE STROLL (BMI)—Diamonds Land of Beauty (BMI)—Mercury 71242	—	1
17.	I'M AVAILABLE (BMI)—Margie Rayburn If You Were (ASCAP)—Liberty 55102	17	10
18.	THE TWELFTH OF NEVER (ASCAP)—Johnny Mathis Chances Are (ASCAP)—Col 40993	22	14
19.	YOU SEND ME (BMI)—Teresa Brewer Would I Were (ASCAP)—Coral 61898	10	10
20.	OH, BOY! (BMI)—Crickets Not Fade Away (BMI)—Brunswick 55035	25	4
21.	CATCH A FALLING STAR (ASCAP)—Perry Como Magic Moments (ASCAP)—Vic 7128	—	1
22.	RAUNCHY (BMI)—Billy Vaughn Sail Along Silvery Moon (ASCAP)—Dot 15661	16	5
23.	DANCE TO THE BOP (BMI)—Gene Vincent I Got It (BMI)—Cap 3879	—	1
24.	WILD IS THE WIND (ASCAP)—Johnny Mathis No Love (But Your Love) (BMI)—Col 41060	—	2
25.	JAILHOUSE ROCK (BMI)—Elvis Presley Treat Me Nice (BMI)—Vic 7035	15	14

MUSICAL DINAHMITE!

THIRTEEN MEN

I'VE NEVER LEFT YOUR ARMS

DINAH SHORE

47/20-7138

RCA VICTOR
RADIO CORPORATION OF AMERICA

Territorial Best Sellers

FOR SURVEY WEEK ENDING JANUARY 6

STORE RECORDED SALES

The information given in this chart is based on sales as reported in a survey made of the country's retail record outlets during the week ending on the date shown. Each title listed has been sold at sufficient rate and in sufficient quantity in each locality covered to qualify it for inclusion in the Territorial Best Sellers chart. Titles are listed alphabetically by artist.

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

BOSTON

April Love, Pat Boone, [illegible]
At the Hop, Danny and the Juniors, ABC Par.
Great Balls of Fire, Jerry Lee Lewis, Sun
Jimple Bell Rock, Bobby Darin, Dec.
La Dee Dah, Billy and Lilly Lamont, Rock and Roll Music, Chuck Berry, Ch.
The Stroll, [illegible]
Why Don't They Understand?, George Hamilton, Dec.

CHICAGO

At the Hop, Danny and the Juniors, ABC Par.
Great Balls of Fire, Jerry Lee Lewis, Sun
Jailhouse Rock, Elvis Presley, Vic.
Twistenshouter Polka, Mr. Guitar, Dec.
My Special Angel, Bobby Darin, Dec.
Oh, Boy!, Buddy Holly, Vic.
Peggy Sue, Buddy Holly, Vic.
Kentucky, Bill Justis, Phil. Int.

DETROIT

April Love, Pat Boone, Dec.
At the Hop, Danny and the Juniors, ABC Par.
Great Balls of Fire, Jerry Lee Lewis, Sun
Jimple Bell Rock, Bobby Darin, Dec.
Kisses Sweeter Than Wine, Jimmie Rodgers, Col.
Oh Julie, [illegible]
Sail Along Silvery Moon, Kenny Ball, Vanguard, Ind.
Stand Up Walkin' to School, Ricky Nelson, Imp.

EAST TEXAS

April Love, Pat Boone, Dec.
At the Hop, Danny and the Juniors, ABC Par.
Be-Bop Baby, Ricky Nelson, Imp.
Sweet Nuthin', Larry Williams, Spec.
Chances Are, The Fleetwoods, Dolton
Jailhouse Rock, Elvis Presley, Vic.
Peggy Sue, Buddy Holly, Vic.
Kentucky, Bill Justis, Phil. Int.
Wake Up Little Susie, Everly Brothers, Cdc.

FLORIDA

At the Hop, Danny and the Juniors, ABC Par.
Great Balls of Fire, Jerry Lee Lewis, Sun
Kisses Sweeter Than Wine, Jimmie Rodgers, Col.
Love Me Forever, Pat Boone, Dec.
Oh Love, But Your Love, [illegible]
Silhouettes, Rays, Cameo
Stand Up, Ricky Nelson, Imp.
Teardrops, Lee Andrews and the Hearts, Chk.

LOS ANGELES

April Love, Pat Boone, Dec.
Great Balls of Fire, Jerry Lee Lewis, Sun
Jailhouse Rock, Elvis Presley, Vic.
Kisses Sweeter Than Wine, Jimmie Rodgers, Col.
Oh, Boy!, Buddy Holly, Vic.
Kentucky, Bill Justis, Phil. Int.
Silhouettes, Rays, Cameo
Wake Up Little Susie, Everly Brothers, Cdc.
Water in School Stand Up, Ricky Nelson, Imp.

NEW YORK AND NEWARK

At the Hop, Danny and the Juniors, ABC Par.
Great Balls of Fire, Jerry Lee Lewis, Sun
Kisses Sweeter Than Wine, Jimmie Rodgers, Col.
Peggy Sue, Buddy Holly, Vic.
Kentucky, Bill Justis, Phil. Int.
Rock and Roll Music, Chuck Berry, Ch.
Silhouettes, Rays, Cameo
Teardrops, Lee Andrews and the Hearts, Chk.

NORTHERN NEW YORK STATE

April Love, Pat Boone, Dec.
At the Hop, Danny and the Juniors, ABC Par.
Jailhouse Rock, Elvis Presley, Vic.
Jimple Bell Rock, Bobby Darin, Dec.
Kisses Sweeter Than Wine, Jimmie Rodgers, Col.
Kentucky, Bill Justis, Phil. Int.
Sail Along Silvery Moon, Kenny Ball, Vanguard, Ind.
Stand Up Walkin' to School, Ricky Nelson, Imp.
The Story of My Life, Marty Robbins, Col.

NORTHERN OHIO

April Love, Pat Boone, Dec.
At the Hop, Danny and the Juniors, ABC Par.
Be-Bop Baby, Ricky Nelson, Imp.
Great Balls of Fire, Jerry Lee Lewis, Sun
Kentucky, Bill Justis, Phil. Int.
Sail Along Silvery Moon, Kenny Ball, Vanguard, Ind.
Stand Up Walkin' to School, Ricky Nelson, Imp.
The Story of My Life, Marty Robbins, Col.

NORTHWEST

At the Hop, Danny and the Juniors, ABC Par.
Chances Are, The Fleetwoods, Dolton
Great Balls of Fire, Jerry Lee Lewis, Sun
Heartache, [illegible]
Jimple Bell Rock, Bobby Darin, Dec.
Peggy Sue, Buddy Holly, Vic.
Stand Up Walkin' to School, Ricky Nelson, Imp.
You Send Me, Sam Cooke, Kbm

PHILADELPHIA

All the Way, Charms, Dec.
April Love, Pat Boone, Dec.
At the Hop, Danny and the Juniors, ABC Par.
Dry Bone Shed Rock, Billy Cotton, Vik.
Jailhouse Rock, Elvis Presley, Vic.
Melinda D'Amour, Anne Bradley, Vik.
My Special Angel, Bobby Darin, Dec.
You Send Me, Sam Cooke, Kbm

SAN FRANCISCO AND OAKLAND

April Love, Pat Boone, Dec.
At the Hop, Danny and the Juniors, ABC Par.
Great Balls of Fire, Jerry Lee Lewis, Sun
Kisses Sweeter Than Wine, Jimmie Rodgers, Col.
Peggy Sue, Buddy Holly, Vic.
Kentucky, Bill Justis, Phil. Int.
Stand Up Walkin' to School, Ricky Nelson, Imp.
You Send Me, Sam Cooke, Kbm

SOUTHERN OHIO

April Love, Pat Boone, Dec.
Be-Bop Baby, Ricky Nelson, Imp.
Jailhouse Rock, Elvis Presley, Vic.
Peggy Sue, Buddy Holly, Vic.
Kentucky, Bill Justis, Phil. Int.
Who's Next, Tom Tompall, Cpt.
Stand Up Walkin' to School, Ricky Nelson, Imp.
Wake Up Little Susie, Everly Brothers, Cdc.

ST. LOUIS AND KANSAS CITY

April Love, Pat Boone, Dec.
At the Hop, Danny and the Juniors, ABC Par.
Great Balls of Fire, Jerry Lee Lewis, Sun
Kisses Sweeter Than Wine, Jimmie Rodgers, Col.
Peggy Sue, Buddy Holly, Vic.
Stand Up Walkin' to School, Ricky Nelson, Imp.
The Stroll, Diamonds, Mer.
You Send Me, Sam Cooke, Kbm

WASHINGTON AND BALTIMORE

April Love, Pat Boone, Dec.
At the Hop, Danny and the Juniors, ABC Par.
Sixty Days Days, Shirley and Lee, Trip
Great Balls of Fire, Jerry Lee Lewis, Sun
Wake Up Little Susie, Everly Brothers, Cdc.
Kentucky, Bill Justis, Phil. Int.
Rock and Roll Music, Chuck Berry, Ch.

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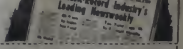

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THE ACTION IS ON ROULETTE

Buddy Knox

"SWINGIN' DADDY"

R-4042

Carol Hughes

The Original

"LEND ME YOUR COMB"

R-4041

The Techniques **'HEY LITTLE GIRL'** R-4030

'YOU'RE THE GREATEST' *Valarie Carr* R-4038

Count Basie **'THE KID FROM RED BANK'** R-4040

'GEE BABY, AIN'T I GOOD TO YOU' *Joe Williams* R-4039

A SOUND BET... BUY ROULETTE

BRAND NEW and... A SOLID POP HIT!

JOHNNY CASH

BALLAD OF A TEENAGE QUEEN

b/w "Big River"

SUN #283

SUN RECORD COMPANY
MEMPHIS, TENNESSEE

Top 100 Sides

FOR SURVEY WEEK ENDING JANUARY 4

This is a tabulation of dealer individual record sales listed according to the specific sides requested by customers. No attempt is made to add sides together to reflect actual record sales. This is, therefore, a tabulation of sides or songs, and not records. This is the reason for any possible variation that occurs between the top 50 sides as reflected in this chart, and the top 50 record sellers as reflected in the "Best Sellers in Stores" chart.

Pos.	Song, Artist, Label	Last	Week
1.	AT THE HOP, Danny and the Juniors, ABC-Paramount	—	1
2.	GREAT BALLS OF FIRE, Jerry Lee Lewis, Sun	—	3
3.	APRIL LOVE, Pat Boone, Dot	—	2
4.	PEGGY SUE, Buddy Holly, Coral	—	4
5.	STOOD UP, Ricky Nelson, Imperial	—	18
6.	JINGLE BELL ROCK, Bobby Helms, Decca	—	8
7.	JAILHOUSE ROCK, Elvis Presley, Victor	—	6
8.	YOU SEND ME, Sam Cooke, Keen	—	9
9.	KISSES SWEETER THAN WINE, Jimmie Rodgers, Roulette	—	7
10.	RAUNCHY, Bill Justis, Phillips International	—	8
11.	SILHOUETTES, Rays, Cameo	—	11
12.	OH, BOY! Crickets, Brunswick	—	14
13.	MY SPECIAL ANGEL, Bobby Helms, Decca	—	18
14.	WAKE UP LITTLE SUSIE, Everly Brothers, Cadence	—	13
15.	ROCK AND ROLL MUSIC, Chuck Berry, Chess	—	13
16.	RAUNCHY, Ernie Freeman, Imperial	—	17
17.	BE-BOP BABY, Ricky Nelson, Imperial	—	16
18.	CHANCES ARE, Johnny Mathis, Columbia	—	18
19.	ALL THE WAY, Frank Sinatra, Capitol	—	18
20.	BONY MORONIE, Larry Williams, Specialty	—	28
21.	WAITIN' IN SCHOOL, Ricky Nelson, Imperial	—	23
22.	THE STROLL, Diamonds, Mercury	—	36
23.	BUZZ, BUZZ, BUZZ, Hollywood Flames, Ebb	—	34
24.	WHY DON'T THEY UNDERSTAND? George Hamilton IV, ABC-Paramount	—	31
25.	TEARDROPS, Lee Andrews and the Hearts, Chesa	—	33
26.	FASCINATION, Jane Morgan, Kapp	—	31
27.	MELODIE D'AMOUR, Anna Mathieu, Victor	—	13
28.	SUGARTIME, McGuire Sisters, Coral	—	41
29.	I'M AVAILABLE, Margie Rayburn, Liberty	—	38
30.	LICHTENSTEINER POLKA, Will Glahe, London	—	38
31.	THE STORY OF MY LIFE, Marty Robbins, Columbia	—	50
32.	LA DEE DAH, Billy and Lilie, Swan	—	76
33.	SAIL ALONG SILVERY MOON, Billy Vaughn, Dot	—	48
34.	LITTLE BITTY PRETTY ONE, Thurston Harris, Aladdin	—	29
35.	HONEYCOMB, Jimmie Rodgers, Roulette	—	36
36.	I'LL GIVE MUNNING BACK TO YOU, Sam Cooke, Specialty	—	36
37.	PUT A LIGHT IN THE WINDOW, Four Lads, Columbia	—	38
38.	THE BIG BEAT, Fats Domino, Imperial	—	40
39.	RAUNCHY, Billy Vaughn, Dot	—	33
40.	JUST BORN, Perry Como, Victor	—	36
41.	OH JULIE, Crescendos, Nasco	—	38
42.	LITTLE SANDY REJECTION, Jimmy Dean, Columbia	—	33
43.	IVY ROSE, Perry Como, Victor	—	46
44.	WHITE CHRISTMAS, Bing Crosby, Decca	—	34
45.	THE JOKER, Hillsongers, Dot	—	81
46.	IT LOVE YOU FOR SENTIMENTAL REASONS, Sam Cooke, Keen	—	48
47.	DESIRE ME, Sam Cooke, Keen	—	48
48.	NO LOVE BUT YOUR LOVE, Johnny Mathis, Columbia	—	60
49.	TAMMY, Debbie Reynolds, Coral	—	43
50.	I WANT YOU TO KNOW, Fats Domino, Imperial	—	48

This chart is now a compilation of dealer unit sales by record sides for the same survey period that is reflected in the Best Sellers in Stores chart. This chart, therefore, is now reflecting each week the Top 100 sides not records as sold in stores thruout the nation.

51.	SANTA AND THE SATELLITE, Buchanan & Goodman, Luniverse	34	
52.	WILD IS THE WIND, Johnny Mathis, Columbia	43	
53.	HENRIETTA, Jimmie Dean, Dot	64	
54.	THE JUKER, Billy Myles, Ember	53	
55.	TELL Rover Williams, Kapp	53	
56.	KEEP A' KNOCKIN', Little Richard, Specialty	56	
57.	PENNY LOAFERS AND BOBBY SOCKS, Joe Bennett and the Sparkletones, ABC-Paramount	18	
58.	COULD THIS BE MAGIC? Dubs, Gone	48	
59.	YOU BUG ME, BABY, Larry Williams, Specialty	56	
60.	DANCE TO THE BOP, Gene Vincent, Capitol	54	
61.	HULA LOVE, Buddy Knox, Roulette	56	
62.	MARCH FROM RIVER KWAI AND COLONEL BOGEY, Mitch Miller, Columbia	—	
63.	HAPPY, HAPPY BIRTHDAY, BABY, Tuts Weavers, Checker	56	
64.	PRETEND YOU DON'T SEE HER, Jerry Vale, Columbia	78	
65.	YOU CAN MAKE IT IF YOU TRY, Gene Allison, Vee Jay	64	
66.	A VERY SPECIAL LOVE, Johnny Nash, ABC-Paramount	64	
67.	YOU SEND ME, Teresa Brewer, Coral	58	
68.	HEY, LITTLE GIRL, Tech-quals, Roulette	53	
69.	THE TWEETIN' OF NEVER, Johnny Mathis, Columbia	77	
70.	AT THE HOP, Nick Todd, Dot	53	
71.	SHE'S NEAT, Dale Wright, Fraternity	—	
72.	BACK TO SCHOOL AGAIN, Timmy Rodgers, Cameo	79	
73.	DON'T LET GO, Roy Hamilton, Epic	—	
74.	HEY, SCHOOLGIRL, Tom and Jerry, Big	53	
75.	LOVE ME FOREVER, Four Esquires, Park	88	
76.	ALONE, Shepherd Sisters, Lanza	72	
77.	AROUND THE WORLD, Victor Young, Decca	—	
78.	HARD TIMES (THE SLOP), Nobla (This Maxi Watts, Baton	—	
79.	WALKIN' WITH MR. LEE, Lee Allen, Ember	—	
80.	YOU'RE THE GREATEST, Billy Scott, Cameo	—	
81.	DO WHAT YOU DID, Thurston Harris, Aladdin	—	
81.	SWANEE RIVER ROCK (TALKIN' 'BOUT THAT RIVER), Ray Charles, Atlantic	83	
81.	WHOLE LOTTA SHAKIN' GOIN' ON, Jerry Lee Lewis, Sun	—	
84.	DIANA, Paul Anka, ABC-Paramount	73	
84.	FOREVER, Sam Cooke, Specialty	87	
84.	THIS IS THE DREAM, Valentis, Keen	56	
84.	THAT'LL BE THE DAY, Crickets, Brunswick	83	
84.	WAIT AND SEE, Fats Domino, Imperial	57	
89.	SILENT NIGHT, Bing Crosby, Decca	87	
91.	GENIA GIRL, Hank Locklin, Victor	—	
91.	DEEP RIVER BOY, Jimmy Dean, Columbia	—	
91.	I'LL REMEMBER TODAY, Patti Page, Mercury	87	
91.	TEDDY BEAR, Elvis Presley, Victor	—	
96.	HONEY I DO, Jimmy Reed, Vee Jay	—	
96.	SOUTH Dragnet, King	—	
96.	MY ONE SIN, Four Coins, Epic	—	
96.	MR. EFF, Robbetes, Atlantic	—	
96.	REMEMBER YOU'RE MINE, Pat Boone, Dot	—	
96.	SH HOLLY TIPS, Diamonds, Mercury	97	
100.	AROUND THE WORLD, Mantovani, London	79	
100.	RUDOLPH, THE RED-NOSED REINDEER, Gene Autry, Challenge	71	

RCA VICTOR STARTS THE NEW YEAR WITH A GREAT BIG SMASH

MAGIC MOMENTS

MAGIC MOMENTS MAGIC MOMENTS MAGIC MOMENTS MAGIC MOMENTS MAGIC MOMENTS MAGIC MOMENTS MAGIC MOMENTS MAGIC MOMENTS

BIG COMO-TION

WITH MITCHELL AYRES ORCHESTRA AND THE RAY CHARLES SINGERS. ARRANGEMENTS BY JOE REISMAN 47/20-7128

RCA VICTOR

MAGIC MOMENTS MAGIC MOMENTS MAGIC MOMENTS

The Billboard Weekly Juke Box Programming Guide

FOR SURVEY WEEK ENDING JANUARY 4, 1958

POPULAR

SILHOUETTES
★ THE RAYS ★
DADDY COOL
Cameo 117

RAUNCHY
★ BILL JUSTIS ★
THE MIDNITE MAN
Phillips, International 3519

PEGGY SUE
★ BUDDY HOLLY ★
EVERYDAY
Coral 61885

MY SPECIAL ANGEL
★ BOBBY HELMS ★
STANDING AT THE END OF MY WORLD
Decca 30423

NEW HIT
THE STROLL
★ THE DIAMONDS ★
LAND OF BEAUTY
Mercury 71242

STOOD UP
★ RICKY NELSON ★
WAITIN' IN SCHOOL
Imperial 5483

WAKE UP LITTLE SUSIE
★ EVERLY BROTHERS ★
MAYBE TOMORROW
Cadence 1337

THE BIG BEAT
★ FATS DOMINO ★
I WANT YOU TO KNOW
Imperial 5477

OH, BOY!
★ THE CRICKETS ★
NOT FADE AWAY
Brunswick 55035

ROCK AND ROLL MUSIC
★ CHUCK BERRY ★
BLUE FEELING
Chess 1671

MELODIE D'AMOUR
★ AMES BROTHERS ★
SO LITTLE TIME
RCA Victor 7046

JUST BORN
★ PERRY COMO ★
IVY ROSE
RCA Victor 7050

ALL THE WAY
★ FRANK SINATRA ★
CHICAGO
Capitol 3793

WHY DON'T THEY UNDERSTAND
★ GEORGE HAMILTON ★
EVEN TWO'
ABC-Paramount 9862

RAUNCHY
★ ERNIE FREEMAN ★
PUDDIN'
Imperial 5474

AT THE HOP
★ DANNY AND THE JUNIORS ★
SOMETIMES
ABC-Paramount 9871

YOU SEND ME
★ SAM COOKE ★
SUMMERTIME
Keen 34013

TEARDROPS
★ LEE ANDREWS AND THE HEARTS ★
GIRL AROUND THE CORNER
Chess 1675

JUNGLE BELL ROCK
★ BOBBY HELMS ★
CAPTAIN SANTA CLAUS
Decca 30913

KISSES SWEETER THAN WINE
★ JIMMIE RODGERS ★
BETTER LOVED YOU'LL NEVER BE
Roulette 4031

FASCINATION
★ JANE MORGAN ★
FASCINATION (INSTRUMENTAL)
Kapp 191

APRIL LOVE
★ PAT BOONE ★
WHEN THE SWALLOWS COME BACK TO CAPISTRANO
Dot 15660

BUZZ, BUZZ, BUZZ
★ HOLLYWOOD FLAMES ★
CRAZY
Ebb 119

BONY MORONIE
★ LARRY WILLIAMS ★
YOU BUG ME, BABY
Specialty 618

NEW HIT
SAIL ALONG SILVERY MOON
★ BILLY VAUGHN ★
RAUNCHY
Dot 15561

BE BOP BABY
★ RICKY NELSON ★
Have I Told You Lately That I Love You
Imperial 5463

NEW HIT
SUGARTIME
★ THE McGUIRE SISTERS ★
BANANA SPLIT
Coral 61924

JAILHOUSE ROCK
★ ELVIS PRESLEY ★
TREAT ME NICE
RCA Victor 7035

CHANCES ARE
★ JOHNNY MATHIS ★
THE TWELFTH OF NEVER
Columbia 4093

GREAT BALLS OF FIRE
★ JERRY LEE LEWIS ★
YOU WIN AGAIN
Sun 281

COUNTRY & WESTERN

Records eliminated if duplicated in Pop List.

GEISHA GIRL
★ HANK LOCKLIN ★
LIVIN' ALONE
RCA Victor 6984

I FOUND MY GIRL IN THE U. S. A.
★ JIMMIE SKINNER ★
CARROLL COUNTY BLUES
Mercury 71192

HOME OF THE BLUES
★ JOHNNY CASH ★
GIVE MY LOVE TO ROSE
Sun 279

MY SHOES KEEP WALKING BACK TO YOU
★ RAY PRICE ★
DON'T DO ME THIS WAY
Columbia 40931

THE STORY OF MY LIFE
★ MARTY ROBBINS ★
ONCE-A-WEEK DATE
Columbia 41013

RHYTHM & BLUES

Records eliminated if duplicated in Pop List.

NEW HIT
LA DEE DAH
★ BILLY & LILLIE ★
THE MONSTER
Swan 4002

NEW HIT
DON'T LET GO
★ ROY HAMILTON ★
THE RIGHT TO LOVE
Epic 9237

I'LL COME RUNNING BACK TO YOU
★ SAM COOKE ★
FOREVER
Specialty 619

YOU CAN MAKE IT, IF YOU TRY
★ JOHNNY MATHIS ★
HEY, HEY I LOVE YOU
Yee Jay 713

LITTLE BITTY PRETTY ONE
★ THURSTON HARRIS ★
I HOPE YOU DON'T HOLD IT AGAINST ME
Aladdin 3398

OPERATORS BEST BUYS

Records are the same as those listed in POP, R&B or C&W review sections.

BEST BUY
FRANKIE AVALON ..... Dede Dinah
Ooh La La
Chancellor 1011

BEST BUY
THURSTON HARRIS .....
Do What You Did
I'm Asking Forgiveness
Aladdin 3399

BEST BUY
THE PLAYMATES ..... Jo-Ann
You Can't Stop Me From Dreaming
Roulette 4017

BEST BUY
THE SILHOUETTES ..... Get a Job
I Am Lonely
Rainbow 9079

OPERATORS BEST NEW RELEASES

In the opinion of Billboard staff reviewers these records are the ones released last week that are most likely to be future juke box hits.

OPINION
THE AMES BROTHERS ..Little Gypsy
In Love
RCA Victor 7134

OPINION
HAROLD BURRAGE ..... One
She Knows Me One
A Heart
Cobra 5023

OPINION
FERLIN HUSKY ....Wait, Dang Deo
What 'Cha Doin' After School?
Capitol 3862

OPINION
JOHNNY MATHIS ..... Come to Me
When I Am With You
Columbia 41082

OPINION
MIKE PEDICIN ..... Shake a Hand
The Dickie-Doo
Cameo 125

OPINION
WEBB PIERCE ..New Pushbutton Blues
Here Long
Decca 30250

OPINION
THE ROYAL TEENS ....Short Shorts
Planet Rock
ABC-Paramount 9882

BEWARE OF COVERS!

Originals!

Originals!

IRVING ASHBY

"The Big Guitar"

#5485

THE ORIGINAL ..... Beware Of Covers!

"I'm Going To Be A Wheel Someday"

BOBBY MITCHELL

#5475

Originals!

Originals!

IR

IMPERIAL RECORDS
6425 Hollywood Blvd., Hollywood, Calif.

A HIT FOR ALL AGES ON 45 EP!

RCA VICTOR's 45 ECONOMY PACKAGE OF "LET'S DANCE WITH THE THREE SUNS". The famous instrumental group, backed by two sophisticated pianos, does wonderful things with "Have You Met Miss Jones?" "From This Moment On" and eleven others. A terrific album—with a tremendous future.

It's going places at 45 rpm—America's favorite speaks!

RCA VICTOR
Trademark ® RADIO CORPORATION OF AMERICA

VOX JOX

By JUNE BUNDY

WIVES DAY: A "Wives Day" was declared last week by WINS, New York, at which time (Wednesday, Jan. 8) all the wives of WINS deejays and newsmen took over the broadcasting duties of their respective spouses. The boys took time out. Substituting on the air were Ruth (Mrs. Irv) Smith, Jackie (Mrs. Alan) Freed, Agnes (Mrs. Jack) Lacy, Pinky (Mrs. Brad) Phillips, Bess (Mrs. Paul) Sherman, Rea (Mrs. Zeke) Manners, Helen (Mrs. Lew) Fisher. Only male voice heard that day belonged to deejay Stan Z. Burns, bachelor.

SPINERSTITIONS: Friday the 13th was saluted last month, via various station promotions. For instance, WQAM, Miami, Fla., jockeys observed the day by asking listeners to submit their most "superstitious superstition." Winning replies were read on the air. At the same time, WQAM deejays flaunted fate by walking under ladders and breaking mirrors. . . . KING, Seattle, jocks observed Friday the 13th, via a special salute to left-handed people, and a contest for "left-handed compliments." Prizes for the latter included tickets to "Les Capades" on the left side of the house, etc.

STEADY ANYBODY: Frank Bell, KTSA, San Antonio, recently ran a contest to determine the pros and cons of "going steady." Results showed 60 per cent of teenagers in favor of it, while 40 per cent vetoed the idea. Breakdown of pro replies from teen-agers showed that 10 per cent liked the security; 18 per cent thought it for elderly teens (17-19) only. Among the con replies, 10 per cent found the responsibility too great; seven per cent got bored; eight per cent thought it led to serious trouble. Replies from parents were two to one against going steady.

YESTERYEAR'S TOPS—

The nation's top tunes as records as reported in The Billboard

JANUARY 17, 1948:
1. Ballerina
2. How Soon?
3. Too Fat Polka
4. Serenade of the Bells
5. I'll Dance at Your Wedding
6. Golden Earrings
7. Near You
8. Civilization
9. Ami Mimi
10. You Do

JANUARY 17, 1953:
1. Why Don't You Believe Me?
2. Don't Let the Stars Get in Your Eyes
3. Glow Worm
4. Keep It a Secret
5. Till I Waltz Again With You
6. You Belong to Me
7. Lady of Spain
8. Because You're Mine
9. Oh Happy Day
10. It's In the Book

Indies Hit With Pop Single Hits

• Continued from page 17

each by Guy Mitchell, Johnny Ray, Frankie Laine and Tony Bennett.

Elvis Presley was the top singles artist of any label and also accounted for the bulk of RCA's chart records, with Fats Domino, Pat Boone and Harry Belafonte running Presley a fairly tight race.

A breakdown of the labels and the number of records they had on the Best Selling Charts follows:

Columbia	21
RCA Victor	20
Dot	19
Capitol	12
Imperial	12
Decca	8
Mercury	8
Atlantic	7
Coral	7
Roulette	7
ABC-Paramount	6
Specialty	6
Cadence	5
Epic	5
Liberty	5

Kapp and Cameo Records had four records each; Chess and Fraternity, three; Verve, Cee, Bally, Glory, Keen, Checker, Jubilee, Sun, London, Universe, Brunswick and Embry all had two records on the charts. Other labels appearing with only disk during the year were Vik, Argo, Groove, Dixieland, Era, J&S, Okeh, Aladdin, Baton, Lance, VJ, Gone, Phillips Intl., Paris, OT, M-G-M and Chance.

Dot, Imperial Strong

Other than the majors, both Dot and Imperial were consistent repeaters, with the latter company scoring strongly via two hits from Ricky Nelson, Fats Domino and Ernie Freeman. Imperial tied Capitol for fourth-place honors, and also accounted for the greatest single rise of any of the independent companies.

Both ABC-Paramount and Roulette Records kept pace with their showing during the first half of 1957, while Specialty scored with three disks in the last six months.

Albbo the statistics reflect well the ability of a company to come up with a quantity of hits, they are no indication of sales volume. For all labels, tho, they are the necessary ingredient that builds store traffic and implants a modicum of stability in the indie distributors' mind for the indies.

The spotlight fell on a host of new names during the year, among them Sam Cooke, Danny and the Juniors, Joe Brunett, Bobby Helms, Ricky Nelson, Thurston Harris, the Tune Weavers, Della Reese, Jimmie Rodgers, Timmie Rodgers, Will Glahe, Lee Andrews and the most startling success of any new personality, Johnny Mathis. Few veterans were able to make the charts. Among them were Frank Sinatra, Nat King Cole, Rosemary Clooney, Tony Bennett, Perry Como, Frankie Laine, Guy Mitchell and Teresa Brewer.

If any indication of future trends can be gleaned from the pop singles performance during 1957, it seems most likely that the indie will continue to prosper largely by virtue of the success of rock and roll.

Capitol Brass

• Continued from page 17

While in England, Dunn attended a series of meetings with EMI and Capitol execs, under the chairmanship of EMI's managing director L. J. Brown. Discussion centered around recording plans for classical repertoire and the co-ordination of LP covers and inner notes.

"Our major mission," said Dunn, was to learn more about the sources of Angel repertoire in England, packaging in Paris, and to tie them both in with the existing Capitol organization, which has recently been augmented with personnel from Angel."

In addition to Lockwood, Dunn, Schurrer and Leo Kepler, the London meetings were attended by J. D. Bicknell, Walter Leggo, and Victor Olof of EMI's international artists department, and Minnerva director C. H. Thomas and Advertising Manager G. J. Freshwater, both of EMI Records Limited.

ELVIS

PRESLEY'S FIRST FOR '58 ALREADY OVER 1,000,000 ADVANCE SALES!

DON'T c/w I BEG OF YOU

47/20 7150

New as today's headlines (and Presley's in 'em!), a terrific pre-sold single—marking the beginning of a banner year in *your* record racks.

Watch for these NBC-TV network shows in color and black-and-white . . . THE PERRY COMO SHOW, THE GEORGE GOBEL SHOW, THE EDDIE FISHER SHOW, THE PRICE IS RIGHT, TIC TAC DOUGH . . . all sponsored by . . .

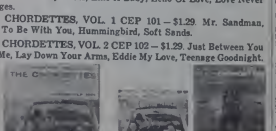
RCA VICTOR

"SO IF YOU'RE THE CHORDETTES, HOW COME ARCHIE DIDN'T PUT YOU ON A CADENCE LP?" The point-sized quartet isn't quite ready yet, but the Chordettes are. Their new Cadence Album is here. It's full of heart. It's got *Sandman* and *Just Between You And Me*. Archie says it's as sell-y as an LP can be. Once you hear it, you'll agree.

THE CHORDETTES, CLP 3001 — $3.98. Mr. Sandman, Just Between You And Me, Eddie My Love, Teen-Age Goodnight, Born To Be With You, Hummingbird, Soft Sands, Lay Down Your Arms, Come Home To My Arms, Like A Baby, Echo Of Love, Love Never Changes.

THE CHORDETTES, VOL. 1 CEP 101 — $1.29. Mr. Sandman, Born To Be With You, Hummingbird, Soft Sands.

THE CHORDETTES, VOL. 2 CEP 102 — $1.29. Just Between You And Me, Lay Down Your Arms, Eddie My Love, Teenage Goodnight.



CADENCE, 119 WEST 57th STREET, NEW YORK, N.Y.

• Best Selling Sheet Music in U. S.

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week		Last Week	Weeks on Chart
1.	APRIL LOVE (Feist)	1	10
2.	ALL THE WAY (Barton)	4	9
3.	AROUND THE WORLD (Young)	2	30
4.	FASCINATION (Southern)	3	22
5.	KISSES SWEETER THAN WINE (Folkways)	7	6
6.	LIECHTENSTEINER POLKA (Burlington)	5	8
7.	SUGARTIME (Nor-Va-Jak)	14	2
8.	WHY DON'T THEY UNDERSTAND? (Hollis)	15	3
9.	SILHOUETTES (Regent)	9	10
10.	MELODIE D'AMOUR (Rayven)	8	13
11.	SAIL ALONG SILVERY MOON (Sanfly Joy)	11	1
12.	PEGGY SUE (Nor-Va-Jak)	10	2
13.	TAMMY (Northern)	5	26
14.	YOU SEND ME (Higuera)	13	5
15.	PRETEND YOU DON'T SEE HER (Rosemeadow)	11	4
16.	BAUNCHY (Hi-Lo)	12	3

• Best Selling Sheet Music in Britain

(For week ending January 4)

A edited report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.

Alone—Duchess (Selma)
My Special Angel—Bron (Blue Grass)
Man's Boy Bird—Bourne (Schumann)
Tammy—Macmelodies (Northern)
Diana—Moffia (Panco)
Wake Up Little Susie—Acuff-Rose (Acuff-Rose)
I Love You Baby—Sherwin (Panco)
Forgotten Dreams—Mills (Mills)
Ma, He's Making Eyes at Me—Eldman (Mills)
Kisses Sweeter Than Wine—Francis Day (Folkways)
April Love—Robbins (Feist)
Remember You're Mine—Belinda (Tray & Lone)
He's Got the Whole World in His Hands—Sterling (Chappell)
Let Me Be Loved—Erash (Livingston-Evans)
Affair to Remember—Feist (Feist)
Be My Guest—Belinda (Stratton)
Puttin' On the Style—Essex (Melody Trail)
That'll Be the Day—Southern (Nor-Va-Jak)
Man On Fire—Robbins (Robbins)
Island in the Sun—Feldman (Clara)
Love Letters in the Sand—Francis Day (Bourne)

• Best Selling Pop Records in Britain

(For week ending January 4)

Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

This Week		Last Week
1.	GREAT BALLS OF FIRE—Jerry Lee Lewis (London)	4
2.	MA, HE'S MAKING EYES AT ME—Johnny Otis Show/Marie Adams (Capitol)	3
3.	WAKE UP LITTLE SUSIE—Everly Brothers (London)	5
4.	MY SPECIAL ANGEL—Malcolm Vaughan (HMV)	7
5.	ALL THE WAY—Frank Sinatra (Capitol)	9
6.	KISSES SWEETER THAN WINE—Jimmie Rodgers (Columbia)	13
7.	I LOVE YOU BABY—Paul Anka (Columbia)	7
8.	REET PETITE—Jackie Wilson (Coral)	6
9.	PEGGY SUE—Buddy Holly (Coral)	12
10.	OH, BOY!—Crickets (Coral)	11
11.	MARY'S BOY CHILD—Harry Belafonte (RCA)	1
12.	JACK O' DIAMONDS—Lonnie Donegan (Pye-Nixa)	15
13.	HE'S GOT THE WHOLE WORLD IN HIS HANDS—Laurie London (Parlophone)	17
14.	GOTTA HAVE SOMETHING IN THE BANK, FRANK—Frankie Vaughan & Kaye Sisters (Philips)	—
19.	ALONE—Southlanders (Decca)	18
20.	BE MY GIRL—Jim Dale (Parlophone)	20

• Tunes With Greatest Radio-TV Audience

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Data are based on John G. Peatman's copyrighted Audience Coverage Index.

Radio

A Very Special Love (R)—Korwin—ASCAP
All the Way (R)—Miranville—ASCAP
April Love (R) (P)—Feist—ASCAP
Big C'Est L'Amour (R)—Lowe—ASCAP
Catch a Falling Star (R)—Mac-Ian—BMI
Chances Are (R)—Korwin—ASCAP
Fascination (R) (E)—Southern—ASCAP
Good Morning Life (R)—Spero—ASCAP
I'll Never Say Never Again (R)—Bregman, Vocco & Conn—ASCAP
Jealousy (R)—Golden West—BMI
Just Born (R)—Wemrico—BMI
Kaiserin Love Theme (R) (P)—Witmark—ASCAP
Kisses Sweeter Than Wine (R)—Folkways—BMI
Las Vegas (R) (P)—Peer—BMI
Last Song and Dance (R)—Bregman, Vocco & Conn—ASCAP
Liechtenstiener Polka (R)—Burlington—ASCAP
Love Me Forever (R)—Greta—BMI
Magic Moments (R)—Famous—ASCAP
March From the River Kwai—Colonel Bogey (R) (E)—Columbia Pictures—Barry & Hawkes—ASCAP
Melodie D'Amour (R)—Rayven—BMI
Pretend You Don't See Her (R)—Rosemeadow—ASCAP
Put a Light in the Window (R)—Planetary—ASCAP
Story of My Life (R)—Famous—ASCAP
Sugartime (R)—Nor-Va-Jak—BMI
Tell Her You Love Her (R)—Mr. Music—BMI
Walk a Chalk Line—Metrilus—BMI
Why Don't They Understand (R)—Angel—BMI
Wind In the Wind (R) (P)—Jungnickel—ASCAP
Witchcraft (R)—Morris—ASCAP
You Send Me (R)—Higuera—BMI

Television

All the Way (R) (E)—Maraville—ASCAP
April Love (R) (P)—Feist—ASCAP
At the Hop (R)—Singular—BMI
Belonging to Someone (R)—Lear—ASCAP
Betti & Dupree (R)—Northern—ASCAP
Dick Clark (R)—Grant & Dion—BMI
Come to Me (R)—Korwin—ASCAP
Great Balls of Fire (R) (P)—BRS—BMI
I Love You For Sentimental Reasons (R)—Duchess—BMI
Kisses Sweeter Than Wine (R)—Folkways—BMI
La Dee Dah (R)—Conley—BMI
Liechtenstiener Polka (R)—Burlington—ASCAP
Little Piggies (R)—Nash—BMI
Magic Moments (R)—Famous—ASCAP
Melodie D'Amour (R)—Rayven—BMI
Peggy Sue (R)—Nor-Va-Jak—BMI
Pretend You Don't See Her (R)—Rosemeadow—ASCAP
Raunchy (R)—Hi-Lo—BMI
Sail Along Silvery Moon (R)—Hi-Lo—BMI
Shake a Hand (R)—Angel—BMI
Sing, Boy, Sing (R)—Snyder—ASCAP
That Little Girl of Mine (R)—Presentation—BMI
Twelfth of Never (R) (P)—Empress—ASCAP
Unspoken Love (R)—Diana—ASCAP
Up Above My Head (I Hear Music in the Air) (R)—Brentwood—BMI
Wake Up Little Susie (R)—Acuff-Rose—BMI
Walkin' With Mr Lee (R)—Angel—BMI
Why Don't They Understand? (R)—Angel—BMI
You Are My Destiny (R)—Hollis—BMI
You Send Me (R)—Higuera—BMI

IT HAPPENED!! THE ORIGINAL BILLY LOVES ME . . . B/W IT'S TRAGIC BUT IT'S TRUE

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JACK MARSHALL ORCH.
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TRU-TONE—Miami, Fla.
MDSE—Los Angeles, Calif.
MUSIC—Chicago, Ill.
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Thanks, DJ's, and all Christy Distributors everywhere . . . . . for the Big promotional and TOP sales for '58.

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MERCURY 71244

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THE IVORIES SING

"ME AND YOU"

b/w "I'M IN LOVE" MERCURY 71239

THE BILLBOARD'S WEEKLY

Tips on Coming Tops

THE RECORD INDUSTRY'S MOST COMPLETE GUIDE TO FUTURE BEST SELLING POP SINGLES

• Review Spotlight on . . .

POP RECORDS

THE AMES BROTHERS . . . RCA Victor 7142 . . . . . LITTLE GYPSY (Winnetou, BMI)
IN LOVE . . . . . (Planetary, ASCAP)

The crew has a smartly delivered rock-Caribbean theme that is similar to their current hit, "Melodie D'Amour." Sock selling makes this a good bet to repeat. Flip, "In Love," is a cute, bouncy tune with listenable whistling and chorus support (Planetary, ASCAP).

FERLIN HUSKY . . . Capitol 3962 . . . . . WANG DANG DOO (Raleigh-Noral, ASCAP)
WHAT CHA DOIN' AFTER SCHOOL . . . . . (Bee Gee, BMI)

The two sides are the artist's strongest in recent tries. "Wang Dang Doo" from his forthcoming pic is a rockabilly that is presented with appeal. Cheerful chorus and guitar backing are effective. "What Cha," the flip, is a rockabilled that is also nicely rendered. Both sides are also contenders for c&w. coin.

THE ROYAL TEENS . . . ABC-Paramount 9882 . . . . . SHORT SHORTS (Admiration, BMI)

Side is a purchased master from Power Records. The group delivers the rocker with vigor. Teens can go for the funky sound and solid beat. Flip, "Planet Rock," is an instrumental rocker that can also go well (Brunswick, BMI).

MIKE PEDICIN QUINTET . . . Cameo 125 . . . . . SHAKE A HAND (BMI, BMI)

Pedicin revives the old Faye Adams' click in a rollicking, rhythmic setting. A danceable beat and an infectious group vocal give the side strong potential. Flip, "The Dickie Doo," is a rhythm-novelty (Shapiro-Bernstein, ASCAP).

HAROLD BURRAGE . . . Cobra 5022 . . . . . SHE KNOCKS ME OUT (Armel, BMI)
A HEART (FILLED WITH PAIN) . . . . . (Armel, BMI)

SEE REVIEW IN R&B SPOTLIGHT SECTION.

POP TALENT

THE JAYE SISTERS . . . Atlantic 1171 . . . . . GOING TO THE RIVER (Commodore, BMI)
PITTER PATTER BOOM BOOM . . . (Lowell-Progressive, BMI)

Two great performances by the talented group. "Going to the River" is a Fats Domino-Dave Bartholomew tune, and the chicks belt it in a Domino-flavored style. "Pitter Patter," the flip, is a cute rocker-novelty with a bright sound and plenty of appeal. Either side could take off.

POP DISK JOCKEY PROGRAMMING

GEORGE CATES . . . Coral 61946 . . . . DANCE FROM "BONJOUR TRISTESSE" (Carlot, BMI)

Cates' interpretation of the happy sounding theme from the soon-to-be-released film should delight listeners. The well-orchestrated theme has a festive air and provides a fine programming change of pace. Flip, "Show Me," is a pretty melody that features a listenable trumpet against chorus support (Southern, ASCAP).

JOHNNY AND JACK . . . RCA Victor 7137 . . . . . CAMEL WALK STROLL (Cedarwood, BMI)
STOP THE WORLD . . . . . (McCall, BMI)

The great c&w. artists have a strong pop bid that can click with teen listeners. The stroll is the current dance rage, and the duo's rockabilly delivery of the rhythm tune can find favor. Flip, "Stop the World," is an interesting weeper that also rates spins.

Week in and week out you'll find more news, more record reviews, more advertising on the fast-moving record business in The Billboard, the communications center of the music industry.

• Reviews of New Pop Records

ANDY WILLIAMS
Are You Sincere 83
CADENCE 1340—Moving interpretation of wistful rockabilled, with interesting blend of r&r. and gentle pop balladiers on backing. Watch it. (Cedarwood, BMI)
Be Mine Tonight . . . 77
Williams requires strongly on exciting standard. Latin tints with rich backing by orh and chorus. Jockeys will play, but flip is better candidate for today's market. (Peer, BMI)

JOEL GREY
Be My Next 84
CAPITOL 3866—Quality wax. The delicate, haunting flavor of the song is showcased by a beautiful vocal and instrumental arrangement. Watch it. (Simon House, BMI)
Shoppin' Around . . . 76
This one has a touch of country blues flavor. Female voices in the background add a bright touch to Grey's reading. (Hill & Range, BMI)

EDDIE FISHER
I Don't Hurt Anymore . . . 80
RCA VICTOR 7115—Tune has distinct touches of "Gonna Find Me a Bluebird," on this offering by Fisher. Side has a bright quality and a near date rhythm that can sup support. (Hill & Range, BMI)
What's the Use of Crying? . . . 79
A modified rock and roller by Fisher with "cha cha wa" support from mixed chorus. Side has a pleasant rhythmic lilt which could score some spins. (Melin, BMI)

EILEEN BODGERS
I'm Not Afraid Anymore 77
COLUMBIA 41097 — Good ballad with mildly rock-ish backing. Strong message sets this several notches above normal average entry. Tune should try it. (Shapiro-Bernstein, ASCAP)
Just In Case You Change Your Mind . . . 72
Still another rock rockabilled performance from this skilled entry. However, it's no stronger than several other efforts which failed to click. (Leeds, ASCAP)

JIMMY DELL
Teen Years 76
RCA VICTOR 7134—Catchy orh riff and rhythm back the rock rockabilly warble. A live-sounding side that could do okay if it gets spinner support. C&w. and pop potential. (Trinity-Desert Palms, BMI)
She Won't Pay . . . 74
Interesting honking rockabilly from the Bee Records bailiwick. Side (1149) certainly merits a trial while at more. (Trinity-Desert Palms, BMI)

MILLS BROTHERS
You Only Told Me Half The Story . . . 75
DECCA 30546—The boys return to their best barbershop approach in this old-fashioned sounding ballad. A refreshing slice of nostalgia that jocks can use on adult audiences. Tune itself should become a love with barbershop lyrics. (Bryton, ASCAP)
The Barbershop Quartet . . . 72
Anthem is dedicated to SPEBSQSA, and should find support among its legions. The group, perhaps, is still the finest of all barbershop quartets itself. (Odetta, ASCAP)

RAY ELLIS ORK
Come to Me 79
COLUMBIA 41094—Beautiful orking of the TV theme tune also cut vocally by Johnny Mathis. This Mantovani-type version should pick up much extra jock play for the group favored item. (Keeble, ASCAP)
36, 24, 36 . . . 68
Instrumental is from the rock "Elvis in Wonderland" LP. Tune is a distinctive mambo tour de force. Also good for jocks. (Keeble, ASCAP)

ALAN DALE
We're So In Love, Aren't It? 74
ABC-PARAMOUNT 9876—Dramatic ditty with a driving Latin beat, lush backing by orh and chorus, and warm vocalizing interesting change of pace for jocks. (Ardmore, ASCAP)
Chase & I . . . 72
Attractive performance by Dale on a pleasant ballad. Merits plays. (Dalitus, BMI)

MAMIE VAN DOREN
Something to Dream About 74
CAPITOL 3863—A rhythmic side that merits right song. Lyric is a bright one, with fresh turns of phrase. Merits exposure. (Roosevelt, BMI)
I Fell In Love . . . 71
A lilting melody. The thrush's vocal is backed by a neat arrangement including swerving violins, tastefully done. (Schumann, BMI)

GORDON MACRAE
If I Forget You 73
CAPITOL 3866—A tender reading of the fine standard. Quiet violins in the arrangement enhance the dick. (Chappell, ASCAP)
Now . . . 72
Smooth charming backed with a smooth arrangement which is tasteful yet unobtrusive. (Bourne, ASCAP)

MOLLY BEE
I'm Going Steady With a Dream . . . 73
CAPITOL 3865—Tune is from the Columbia Pictures flick "Going Steady." A delicate lyric, suited for the teen market even tho not a rock and roller. (Columbia Pictures, ASCAP)
Magic Mirror . . . 72
The pretty song, with his touch of folk flavor, gets a good performance by the thrush. Side is simple and effective. (Central, BMI)

DIAN ERHARDT
Mama Worries 73
RCA VICTOR 7136—Miss Erhardt provides an attractive vocal on the cover of a version by the Collins Kids. Latter will offer strong competition. (Tannen, BMI)
I'll Wait . . . 68
A modified and slow rock and roll ballad sung in ultra sweet fashion by this new thrush. Gal could come on with better material. (B. F. D., ASCAP)

PERCY FAITH ORK & CHORUS
The Tender Trap 72
COLUMBIA 41095 — Lovely, quality ballad sung by Mitchell tones by chorus over latin-like backing. For adult jock spinners. (Marpet, ASCAP)
Marie . . . 68
An excerpt from Leonard Bernstein's "West Side Story" legit score. It's an instrumental tango, good for dancer change-ups, but no great singles sale foreseen. (G. Schirmer, ASCAP)

ANDY GRIFFITH
Bilkenstein 79
CAPITOL 3872—One of Andy Griffith's conversational monologs on a current hit. His own fans will likely welcome the side but the listener doesn't hold up. Limited interest. (Hopper, BMI)
Conversation With a Mule . . . 68
Country type humor here with Griffith carrying on the farmer's monologue on this upper tempo'd c&w type ditty. Good bet, but otherwise limited potential. (Cannon, ASCAP)
Hello, Goodbye . . . 64
Moderate paced tune has little to offer. (Lane, ASCAP)

The following records, also reviewed by The Billboard music staff, were rated 60 or less:

P. CLOLD: This Rock Is Ballin' Nearly Nightmare 59

JOHNNY DANE: Why Did You Leave Me? 59

FRANK DE VOL & RAY DI VICI: Tenacles, Liquorice 101

JO ANN LEAR: Said In My Heart It's Time to Say Your Prayers 572

SIDNEY JO LEWIS: Beggars Can't Be Choosers Boppin' Of Grandfather's Clock 59

MOVIECRAFT ORK: My New Sweetie Met Darlin—Moviecraft 604

ANN REYNOLDS: Sugary Lies/I Like You—Epic 9234

ALWAYS POPPIN' UP WITH THE HITS!

LITTLE GYPSY IN LOVE

THE AMES BROTHERS

with
Hugo Winterhalter
and His Orchestra

47/20-7142

RCA VICTOR
RADIO CORPORATION OF AMERICA

FRANCK POURCEL

and His French Strings

KISSES

Record No. 3870

Capitol RECORDS

Victor Preps

• Continued from page 22

the basis of sincerity and originality. In case of ties, duplicate prizes will be awarded. Employees of RCA, its distributors and ad agencies are ineligible.

These are the prizes: First prize: a Mark 1 combination phono - radio - stereotape recorder valued at $2,000. Second: RCA Victor De Luxe Alexander color TV valued at $900. Third: RCA Victor Stanwyck color-TV, value $550. There will be 14 additional prizes including stereo tape recorders, portable TV sets, transistor radios, portable phonos and consolette phonos.

To push the contest along, Victor will ship dealers a full-color point of sale piece, a window-streamer announcement, and will run consumer ads in major publications. The company also will supply ad mats in 140 and 280 line sizes, and transcribed radio spots for local use. The album itself will be supplied to Victor's entire jockey list, numbering about 3,500 spinners.

Jocks also will be enabled to get in on some prizes via a special spinner contest which will run up to February 28. Each jock is being invited to tell in 25 words or less about the Miller item he likes most to program. First prize will be a Stanwyck color TV, and there will be 10 second prizes, of portable TV sets.

Welk Buys

• Continued from page 19

than 500 copyrights in the catalog are such tunes as "I Want a Girl Just Like the Girl That Married Dear Old Dad," "Row, Row, Row," "When My Baby Smiles at Me," "A Bird in a Gilded Cage," "Wait Till the Sun Shines Nellie, "On a Sunday Afternoon," and "Strike Up the Band." Most of the tunes were already in the renewal period.

Initial plans for exploiting the copyrights include new albums by the Welk band and singers, featuring the tunes, plus performances of the tunes on the Welk TV segs. Disks by other artists are also expected to be lined up.

Welk also owns another ASCAP firm, Champagne Music, in addition to the Von Tilzer acquisition. Attorney Morton Miller, of Miller and Miller, represented Welk in the negotiations.

Band Exchange

• Continued from page 18

other. First, his band must be well enough known in the States to warrant the exchange; second, there must be a guarantee of a fair showing to a jazz audience, and third, an assurance that the tour will not cause embarrassment to Negro musicians or enthusiasts.

The continued insistence here that something is seriously wrong with the way in which the exchanges have worked out so far does not prevent most British players and music-lovers looking forward to seeing leading American bands. It seems that if the scheme is to continue a more water-tight system will have to be worked out.

'Music Man' LP's

• Continued from page 18

cast album have been earmarked, with a two-color insert with the "Music Man" story and programming information also going to jockeys. In excess of 1,500 copies of the Broadway album will also go to stations who are subscribers to Capitol's pop programming service.

Dealer aids include die-cut display pieces of all three packages, divider cards, window streamers and giant cover blow-ups for window use.

Latauska Firm

• Continued from page 18

name of which is presently being cleared.

Principal stockholders in the firm are Latauska; Record Rack Service, headed by Ed Mason and Larry Sushan, and Cecil Steen, president of Records, Inc., of Boston. Latauska was elected president and general manager with Mason and Sushan also named officers.

Latauska also disclosed the appointment of George Morte as sales manager of the new distributing organization. Morte resigned his post as manager of Buena Visa Distributing Corporation, Disneyland Records, Los Angeles branch.

New firm will handle the distribution of records for independent labels and related accessories in this area. Latauska said the company expects to add many innovations in record distributing in this area. Prior to his post with Disneyland, Latauska was with the Anton, Benton and Leslie Music Publishing firms, and served 10 years with Capitol Records Distributing Corporation as a regional vice president.

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Parts 1 and 2
King 5101

OTIS WILLIAMS and HIS CHARMS
OH JULIE
DeLuxe 6158

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SOUTHERN FRIED
b/w
NO NAME JIVE
King 5106

THE "5" ROYALES
DEDICATED TO THE ONE I LOVE
b/w
DON'T BE ASHAMED
King 5098

RUSTY AND DONNIE
LA DEE DAH
King 5110

KING RECORDS

• Review Spotlight on Albums . . .

• Continued from page 40

the ballet, it can win additional attention. The handsome color cover, in fact, is a scene from the NBC version. Strong merchandise that should compete well.

SCHUBERT: UNFINISHED SYMPHONY; DENTAL MUSIC FROM "A MIDSUMMER NIGHTS DREAM" (1-12)—The Philadelphia Ork (Ormandy). Columbia SIL 5221
Another excellent offering from the acclaimed orchestra. Tho the set will be competing against several other recordings of the works, Ormandy's capable interpretations and the prime name value of the orchestra make this a highly attractive item. Beautiful cover makes for strong merchandising value.

STRAVINSKY: THE FIREBIRD; PETRUSHKA (1-12)—Berlin Philharmonic Ork (Stokowski). Capitol PAO 8407
Maestro Stokowski's exciting presentations of the Stravinsky works can have appeal to devotees of the modernist composer and to hi-fi buffs. The excellent sound here is an outstanding feature. Packaging is smart and attractive. Front cover which features a three dimensional gold-colored profile of the conductor against a black, copy free background is ideal for display.

BRAHMS: VIOLIN CONCERTO (1-12)—Yehudi Menuhin, Violin & The Berlin Philharmonic Ork (Kempe). Capitol PAO 8410
Despite many other available interpretations of the work, this version by the noted artist is a good bet to move well. The sound is especially fine. Attractive cover sketch of the artist will also add to appeal. Precise, yet warm technique characterizes over-all feeling.

OFFENBACH: GAITE PARISIENNE (1-12)—Hollywood Bowl Symphony Ork (Slatkin). Capitol PAO 8405
This new showcasing for the highly salable Bowl Orchestra seems an almost sure winner, altho there are strong competing packages. The ork is very strong with the boyers and the repertoire here is handsomely performed in a beautiful recording job. Add to this a truly eye-catching color cover of Parisian dancing dolls and you've got a must item for up-front display.

Popular Albums

COME FLY WITH ME (1-12")—Frank Sinatra & Billy May Ork. Capitol W 920
Swingin' vocals by Sinatra with choice ork support by May make this a must. Sinatra who seldom fails to produce a big selling album has another likely contender with this effort. The theme is built around a global jaunt. Selections include "Around the World," "April in Paris" and the album title tune. A powerful set.

CONCERT ENCORES: MANTOVANI ORK (1-12"). London LL 3004
Always a top chart contender, Mantovani has a fitting sequel here to past hits. This carries out the basic theme started with his previous "Film Encores" set and with such popular material as "Clair de Lune," "Song of India," "Meditation," etc., it should move out rapidly. Another strong dual threat for top attention from jocks and dealers alike.

KING BOY SING (1-12")—Sound Track. Capitol T 929
This should be a sales-natural with the teenage set. Movie (almost a Presley-type star) is based on TV drama "The Singing Idol," which launched Tommy Sands as a best selling artist early last year. Title song is currently out as a single, and Sands kicked it off last week, via a spot on Jack Benny's TV show "Shower of Stars." Selections warbled with verve and feeling by Sands range from the exciting title tune to a catchy "Who Baby" and some moving sacred items.

THE BRIDGE ON THE RIVER KWAI (1-12")—Sound Track. Columbia CL 1200
"The River Kwai March" and "Colonel Bogey," the main theme from the picture, is already going well in several single versions. The film continues to pile up critics' awards and will probably be one of the hottest contenders for this year's best picture Academy Award. Descriptive and programmatic score can find strong appeal with the movie-goer.

MOMENTS TOGETHER: RAY ANTHONY (1-12"). Capitol T 917
Anthony's "Dream Dancing" and other romantic, easy-paced sets have consistently been jockey chart entries and good sellers to boot and this latest, with an exceptionally tasty cover, figures to repeat the earlier successes. Sides include "Love Is Here to Stay," "Careless," etc. Strong jockey material and must dealer merchandise.

Specialty

THE UNION (1-12")—National Gallery Ork (Bales), Cantata Choir, Lutheran Church of the Reformation, Raymond Massey, Narrator, produced by Goddard Lieberson. Columbia DL 244
Beautiful and elaborate package is a sequel to "The Confederacy." In this set the Northern viewpoint is considered. Music, sounds of cannons and excerpts from Lincoln's addresses are given, plus articles dealing with events of the period, etc. The album is a standout in its field and should prove a highly successful item.

The Original!
"OH JULIE"
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Miller Loses

• Continued from page 22

time. Black died in California in 1950 before the start of the last year of the original copyright term. In 1952, during the final year of the term, David Black, executor of his brother's estate applied to the copyright office for the renewal and received a certificate of registration. The rights thereof fell to the nephews and nieces of Black via a decree of the California Superior Court, who in turn assigned their rights in the copyright to the defendant.

According to the decision, "plaintiff concedes that when an author fails to survive until the commencement of the last year of the original term, any prior assignment is void as against widow, children and next of kin. But it contends that this is not true as to the executor, because an executor stands in the shoes of his testator and is bound to carry out any agreement entered into by the testator during his lifetime. I cannot agree with this contention."

Judge Van Pelt concluded that "the contingent interest in the renewal assigned to the plaintiff was terminated by the death of the author. The renewal right then vested in the executor who could apply for and obtain a renewal which passed to the residuary legatees. They in turn could and did validly assign such rights to the defendant. Plaintiff's motion for summary judgment is therefore denied and defendant's . . . is granted."

The defendant was represented by Lewis A. Drever and Jack M. Ginsberg, while Julian T. Abeles and Arnold J. Bernstein were attorneys for the plaintiff.

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FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Accolades are due Red O'Donnell, columnist with The Nashville Banner, for an excellent job in planning and formulating WSM's new official "Grand Ole Opry" History-Picture Book, the first of which rolled off the presses last week. The 58-page book, which is being pitched to "Opry" patrons at $1 a copy, is unquestionally the finest works of its kind ever turned out. Flashily illustrated thruout with four-color shots of the various "Opry" stars, plus the usual black-and-white photos, the book gives the history of "Grand Ole Opry" and pictures virtually all of the "Opry" stars of the past and present. Biographical data on the present-day features are also listed, together with photos of the various WSM officials and "Opry" staff members. Wrapped around an excellent print job on good stock, is an attractive cover sprinkled with more top-notch color shots of the various "Opry" names. O'Donnell, who in the past has handled public relations on the "Opry" on a part-time basis, was assisted in his preparation of the new book by Walter. "D." Kilpatrick, general director of "Grand Ole Opry."

WLS' "National Barn Dance" plays Fairbury, Ill., Saturday night (18) under auspices of the local Jaycees. On the following Saturday night (25) the group presents two shows at Glenbard High School, Elmhurst, Ill., under auspices of Du Page Memorial Hospital. . . . KWKH's "Louisiana Hayride," Shreveport, returned to Municipal Auditorium there last Saturday (11) after an extended trek thru the Southland. In Saturday's line-up were Johnny Horton, James O'Gwynn, Carl Belew, Tony Douglas, Johnny Mathis, Martha Lynn, Linda Brannon, Jerry Kennedy, the Four B's, and the following guests: Jimmy Lloyd, the Dyer Sisters, Neal Jones and Rio DeRosa.

X. Cosse, who disposed of his stable of country aod western artists 14 months ago to concentrate on his wife's (Martha Carson) career in New York, has returned to Nashville where he's in the process of reorganizing his personal management and booking set-up. He has just taken over the managerial reins on Patsy Cline (Decca) and the Crescendos, new rock 'n' roll group heard on Nasco Records. Miss Cline was in New York last week for appearances on Arthur Godfrey's radio and TV shows. The Crescendos appeared Saturday (14) on Dick Clark's "American Band Stand" from Philadelphia, aod January 24 will guest on deejay Buddy Deane's show in Baltimore.

Red Blanchard aud Captain Stubby and the Buccaneers are being featured in a 15-minute seg of the "National Barn Dance" being aired each Saturday night, 10.05-12:20, via WLS, Chicago, sponsored by Charles Pfizer & Company. Harry Campbell is doing the announcing for the quarter-hour. . . Georgie Riddie is still spinning five hours of country wax daily over WARU, Peru, Ind., while appearing six nights a week at the Rainbow Club there. . . . Rex Griffin, on the sick list the last eight months, bopes to be up and around again by spring. He's confined to Room 410, Dibert Hospital, New Orleans, where he'd like to hear from c.&w. friends. . . . Johnnie Barr (Mercury), formerly with the Gadabouts, has joined WLS, Chicago, as accordionist with the Chore Boys. . . . Carlos Mioor's new tune, "Words Thrown to the Wind," written in collaboration with Paula Smith and Eva Mae Withaus, has been published by Ethelbert Music Associates of Springfield, Mass.

Atlantic Records has purchased Sherry Davis' first release, "Broken Promises," originally released on the Fashinn label. Sherry continues, with her afternoon sing-song on KRLD-TV, Dallas, every weekday at 5:30, but no longer appears on the station's "Big D Jamboree." . . . After spending the holidays at his new home in Dallas, Gene Vincent has taken his Blue Caps into Wisconsin for a string of personals. "Big D Jamboree's" Lawrence Thacker is again out with the Vincent gang. . . . Floyd Whited, of Spangle Records, Springfield, O., was in Nashville recently to cut three artists, two

(Continued on page 79)

• Reviews of New C&W Records

MARVIN RAINWATER

Baby, Don't Go 80
M-G-M 12609—Rainwater sells strong rhythm-ballad with verve and feeling. Multi-track vocal segs are used most effectively. Dual-market entry. **(Geronimo, BMI)**

Whole Lotta Woman . . 74
Exuberant multi-track vocal on ingratiating rockabilly-styled rhythm blues. A lively disk which could go pop as well as c.&w. **(Geronimo, BMI)**

ERNEST TUBB

Heaven Help Me 78
DECCA 30549 — A Cindy Walker weeper in the old tradition. Theme tells of the man's betrayal of his love. Lyric makes use of the marriage vow idea. **(Tubb, BMI)**

House of Glass . . 77
Her fickle heart can be seen inside the House of Glass. Ernest Tubb sings this theme in his distinctive style, backed with the Anita Kerr Singers. Arrangement has a world of rhythm. **(Blue Grass, BMI)**

NOW ON HICKORY!
Roy Acuff
"ONCE MORE"
Hickory 1073
If It's Country Music It's Bound To Be Good!

PATSY CLINE

Walking Dream 75
DECCA 30542—This is the rhythm side, and a rolling, rollicking rhythm it is. The thrush knocks out a fine performance, to a solid string backing ebetted by the Kerr Singers. **(Tree, BMI)**

Stop the World . . . 75
A strong entry. Tune has a great idea in its concept, and the thrush belts it in great style, to a triplet-marked backing. Johnnie and Jack also have a version out this week. **(Four Star, BMI)**

DON RENO & RED SMILEY

Banjo Signal 74
KING 5105 — Verveful instrumental treatment of lively hoedown-styled ditty with excellent guitar work. Good juke fodder. **(Lois, BMI)**

All I Have Is Just a Memory 74
Reno and Smiley blend plaintive vocal forces on heartfelt weeper. **(Lois, BMI)**

JESSE ROBERTSON

I'm Walking Alone 73
ORBIT SOUND 113 — Slow ballad with a Johnny Cash influence in its droning quality. But the Cash-type backing is missing. Could do business if it gets around. **(Myrtle, BMI)**

Love Falls to Funny Places . . 68
Well-produced vocal side with touches of mountain and Western traditional flavor. Most action will be territorial for the Oregon slicing. **(Myrtle, BMI)**

BUCK OWENS

Come Back 72
CAPITOL 3824—Owens sings with meaningful sincerity on a poignant ballad. Guitarist makes his debut as solo warbler for label on this disk. Spinable wax for country jocks. **(Central, BMI)**

I Know What It Means 70
Wistful multi-track chanting on pretty ballad. Same comment on potential. **(Central, BMI)**

CLIFF WALDON

Get Off the Stool 78
MARK 108—Marvin Rainwater novelty is cut in traditional country fashion for the Utica, N. Y. label. Sounds like double-track taping, with fiddle, tonky piano and guitar backing the bucolic lines. Local action likely. **(Tree, BMI)**

Indian Mama 65
Tom tom flavor helps set the mood for this one. He's trying to hurry up the mama's consent. **(Cedarwood, BMI)**

The following records, also reviewed by The Billboard music staff, were rated 65 or less:

BILLY REED: Honky-Tonk Mama /Careless With Your Love—Campfire 33

• C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING JANUARY 4

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

1. **Great Balls of Fire** Jerry Lee Lewis, Sun
2. **Kisses Sweeter Than Wine** Jimmie Rodgers, Rll.
3. **The Story of My Life** Marty Robbins, Col.
4. **Uh Huh**, Sonny James, Cap.
5. **Jailhouse Rock**, Elvis Presley, Vic.
6. **My Special Angel**, Bobby Helms, Dec.

Dallas-Fort Worth

1. **My Special Angel**, Bobby Helms, Dec.
2. **Jailhouse Rock**, Elvis Presley, Vic.
3. **Fraulein**, Bobby Helms, Dec.
4. **Geisha Girl**, Hank Locklin, Vic.
5. **Is It Wrong?** Warner Mack, Dec.
6. **The Story of My Life** Marty Robbins, Col.
7. **Wake Up Little Susie** Everly Brothers, Cdc.
8. **I Found My Girl in the U. S. A.** Jimmy Skinner, Mer
9. **Kisses Sweeter Than Wine** Jimmie Rodgers, Rll
10. **My Shoes Keep Walking Back to You** Ray Price, Col.

Houston

1. **I Found My Girl in the U. S. A.** Jimmy Skinner, Mer
2. **Wake Up Little Susie** Everly Brothers, Cdc.
3. **Great Balls of Fire** Jerry Lee Lewis, Sun
4. **Is It Wrong?** Warner Mack, Dec.
5. **Raunchy**, Ernie Freeman, Imp.

Memphis

1. **My Special Angel**, Bobby Helms, Dec.
2. **The Story of My Life** Marty Robbins, Col.
3. **Great Balls of Fire** Jerry Lee Lewis, Sun
4. **Rock-a-Chicka**, Warner Mack, Dec.
5. **Wake Up Little Susie** Everly Brothers, Cdc.
6. **I Found My Girl in the U. S. A.** Jimmy Skinner, Mer.

Nashville

1. **The Story of My Life** Marty Robbins, Col.
2. **Great Balls of Fire** Jerry Lee Lewis, Sun
3. **My Special Angel**, Bobby Helms, Dec.
4. **Geisha Girl**, Hank Locklin, Vic.
5. **Wake Up Little Susie** Everly Brothers, Cdc.
6. **Raunchy**, Bill Justis, Phil. Intl.
7. **Rock-a-Chicka**, Warner Mack, Dec.
8. **Why, Why?** Carl Smith, Col.

New Orleans

1. **My Special Angel**, Bobby Helms, Dec
2. **Jailhouse Rock**, Elvis Presley, Vic.
3. **The Story of My Life** Marty Robbins, Col
4. **Wake Up Little Susie** Everly Brothers, Cdc.
5. **Great Balls of Fire** Jerry Lee Lewis, Sun
6. **Fraulein**, Bobby Helms, Dec.
7. **Is It Wrong?** Warner Mack, Dec.
8. **My Shoes Keep Walking Back to You** Ray Price, Col.

St. Louis

1. **Great Balls of Fire** Jerry Lee Lewis, Sun
2. **The Story of My Life** Marty Robbins, Col.
3. **Raunchy**, Bill Justis, Phil. Intl.
4. **My Special Angel**, Bobby Helms, Dec.
5. **Kisses Sweeter Than Wine** Jimmie Rodgers, Rll.

• This Week's C&W Best Buys

NO SELECTIONS THIS WEEK.

• Review Spotlight on . . .

C&W RECORDS

FERLIN HUSKY
Wang Dang Doo (Raleigh-Norad, ASCAP)
What Cha Doin' After School (Bee Gee, BMI)—Capitol 3862
See review in Pop Spotlight section.

WEBB PIERCE
New Panhandle Rag (Peer, BMI)
How Long (Cedarwood, BMI)—Decca 30550—The artist is at his best on these two fine sides. "New Panhandle Rag" is a rockabilly ballad that is delivered against bright chorus support. The side has a poppish sound. "How Long," the flip, is a country weeper-waltz and has more of a traditional c.&w. feeling.

• C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING JANUARY 4

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers thruout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week		Last Week	Weeks on Chart
1.	GREAT BALLS OF FIRE (BMI)—Jerry Lee Lewis You Win Again (BMI)—Sun 281	1	7
2.	MY SPECIAL ANGEL (BMI)—Bobby Helms Standing at the End of My World (BMI)—Dec 30423	2	14
3.	THE STORY OF MY LIFE (ASCAP)—Marty Robbins Once-a-Week Date (BMI)—Col 41013	4	8
4.	JAILHOUSE ROCK (BMI)—Elvis Presley Treat Me Nice (BMI)—Vic 7035	3	14
5.	WAKE UP LITTLE SUSIE (BMI)—Everly Brothers Maybe Tomorrow (BMI)—Cadence 1337	5	16
6.	KISSES SWEETER THAN WINE (BMI)—Jimmie Rodgers Better Loved You'll Never Be (ASCAP)—Roulette 4031	7	6
7.	RAUNCHY (BMI)—Bill Justis The Midnite Man (BMI)—Phillips International 3519	6	8
8.	GEISHA GIRL (BMI)—Hank Locklin Livin' Alone (BMI)—Vic 6984	8	21
9.	FRAULEIN (BMI)—Bobby Helms Heartsick Feeling (BMI)—Dec 30194	9	42
10.	I FOUND MY GIRL IN THE U. S. A. (BMI)—Jimmie Skinner Carroll County Blues (BMI)—Mercury 71192	10	3
11.	IS IT WRONG? (BMI)—Warner Mack Baby Squeeze Me (BMI)—Dec 30301	11	22
12.	HONEYCOMB (ASCAP)—Jimmie Rodgers Their Hearts Were Full of Spring (ASCAP)—Roulette 4015	13	12
13.	**HOME OF THE BLUES (BMI)—Johnny Cash** **GIVE MY LOVE TO ROSE (BMI)—Sun 279**	14	18
14.	RAUNCHY (BMI)—Ernie Freeman Puddin' (BMI)—Imperial 5474	—	1
15.	MY SHOES KEEP WALKING BACK TO YOU—Ray Price Don't Do This to Me (BMI)—Col 40951	12	23

• Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING JANUARY 4

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week		Last Week	Weeks on Chart
1.	THE STORY OF MY LIFE—Marty Robbins Col 41013—ASCAP	1	7
2.	MY SPECIAL ANGEL—Bobby Helms Dec 30423—BMI	2	14
3.	ANNA MARIE—Jim Reeves Vic 7070—BMI	8	6
4.	HOME OF THE BLUES—Johnny Cash Sun 279—BMI	7	16
5.	WAKE UP LITTLE SUSIE—Everly Brothers Cadence 1337—BMI	5	15
6.	GEISHA GIRL—Hank Locklin Vic 5984—BMI	11	19
7.	I FOUND MY GIRL IN THE U.S.A.—Jimmie Skinner Mercury 71192—BMI	6	8
8.	UH HUH—Sonny James Cap 3840—ASCAP	15	2
9.	HOLIDAY FOR LOVE—Webb Pierce Dec 30419—BMI	—	15
10.	KISSES SWEETER THAN WINE—Jimmie Rodgers Roulette 4031—BMI	10	4
11.	PLEASE PASS THE BISCUITS—Gene Sullivan Col 40971—BMI	14	4
12.	MY SHOES KEEP WALKING BACK TO YOU—Ray Price Col 40951—BMI	3	24
13.	JAILHOUSE ROCK—Elvis Presley Vic 7035—BMI	9	13
14.	LOVE BUG CRAWL—Jimmy Edwards Mercury 71209—BMI	—	1
15.	GREAT BALLS OF FIRE—Jerry Lee Lewis Sun 281—BMI	13	4

Your Name Is Beautiful

AND

You're So Easy To Love*

4-41092

You're Bound to Go for

CARL SMITH

• **Review Spotlight on . . .**

CARL SMITH
You're So Easy to Love (Cedarwood, BMI)
You're Same Is Beautiful (Denny, ASCAP)—Columbia 41092—Smith should have another item-like smash in this complete, which is aimed at a broad market. Topside is a honey, straightforward traditional-type country opus, selectionally happy in spirit. The flip, however, is very popular, with shorter and a piano of the type associated with Johnny Mathis hits.

The Billboard,
January 6th Issue.

*"By Wayne Walker and Mel Tillis, the two top writers of 1957."

"Mr Consistency" Smith

COLUMBIA RECORDS

Personal Management: Jim Denny Artist Bureau

• This Week's R&B Best Buys

DO WHAT YOU DID (Aladdin, BMI)—Thurston Harris—Aladdin 3399—The side is rapidly gaining momentum in all marts. This could be a big follow-up to "Little Bitty Pretty One." Flip is "I'm Asking Forgiveness" (Aladdin, BMI). A previous Billboard Spotlight pick.

• Review Spotlight on . . .

R&B RECORDS

HAROLD BURRAGE
She Knocks Me Out (Armel BMI)
A Heart (Filled With Pain) (Armel, BMI)—Cobra 5022—Burrage belts "She Knocks Me Out," a rocker, with appeal. The side can also cop coin in pop markets. The performance on "A Heart," a rockaballad, is equally effective, and this side also rates as a likely contender for pop loot. An interesting piano break gives the side class.

R&B TALENT

THE JAYE SISTERS
Going to the River (Commodore, BMI)
Pitter Patter Boom Boom (Lowell-Progressive, BMI)—Atlantic 1171
See Review in Pop Spotlight section.

ON THE BEAT

• Continued from page 22

hours of meditation at a local Buddhist temple. Here he gets a certain inspiration, which is later transmitted to the public in terms of great sides. Meanwhile, Ahmet Ertegun and Jerry Wexler are taking a brief rest cure at the Beverly Hills Hotel, in California.

The Kirby Stone Four have a new record coming called "Sunday Night at Eight o'Clock," in which they carry on a running imitation of Ed Sullivan. . . . The Del Vikings, who expect to be discharged soon from the Army, will appear on the "Big Record" Wednesday (15 . . . Lavern Baker will soon be cutting a "Bessie Smith" album for Atlantic Records. . . . Sonny Stitt is now working with the Dizzie Gillespie combo on a tour of one-nighters. . . . The Gretsch Company has made a special custom-built square guitar for Bo Diddley. The pun in this case does not apply. This is a strong artist who would probably sound great even with glockenspiel accompaniment. . . . Count Baise rejoined his band Friday (10) following several days' stay in the hospital for observation. The Count has been suffering from a kidney ailment.

The Jodimars, a group which originally stemmed from members of the Bill Haley aggregation, have been signed by Jolly Joyce. The seven-man group will soon cut its first sides for Imperial and will open a five-week stand at the Harrold's Club in Reno on February 25. Audrey Wyatt, formerly Miss Canada, does singing and dancing with the group. . . . Douglass (Jocko) Henderson, popular rock and roll deejay has had an amicable parting of the ways with WOV, New York. The station will emphasize traditional Negro music forms in Jocko's former slotting rather than rock and roll.

Alan Freed threw a wild party for the cast of his New York Paramount rock and roll show on the final night of the show. Freed and his right hand man, Jack Hooke, both suffering from the virus and the strains of breaking records for grosses and attendance at the Paramount, will take a week off in Miami, starting today (13). . Fubor Robinson is touting the talent of his newest discovery, rockabilly Bobby Lee Trammell. . . . Speaking of Florida, Della Reese has been pencilled in for three different dates this year at Miami Beach's swankery, the Fontainebleau. . . . Bernie Moore is on a jockey tour promoting his Planet X release of "Rock Guitar" and "Rock and Heartbreak."

DISTRIB DOINGS: David Skolnick, 12-year music biz veteran and for seven years associated with Cosnat, Philadelphia, has become the new Cosnat branch manager there. . . . Another company owned branch in the Decca family started operating January 1. The new Decca outlet is in Oklahoma City and takes the place of Leo Maxwell Company, the label's former distributor there. John Dobey is branch manager.

new BIGHITS!
A SMASHER!!!
"YOU GOT THE NERVE OF A MONKEY"
Fillmore Slim—#429
THE PENGUINS' NEW HIT!
"SWEET LOVE" #432
ALL TIME SELLER!!!
"EARTH ANGEL"
The Penguins—#348
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IT'LL BE A BIG ONE!
"ARE YOU ALRIGHT"
b/w "Ain't I Cried Enough"
Flash 2127-B
with PAUL CLIFTON
FLASH RECORDS
623 S. Vernon Avenue
Los Angeles, Calif.

• R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING JANUARY 4

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. At the Hop
Danny and the Juniors, ABC-Para.
2. Bony Moronie, Larry Williams, Spe
3. Buzz, Buzz, Buzz
Hollywood Flames, Ebb
4. Great Balls of Fire
Jerry Lee Lewis, Sun
5. Peggy Sue, Buddy Holly, Cor.
6. Don't Let Go, Roy Hamilton, Epic
7. Raunchy, Bill Justis, Phil. Intl.
8. You Can Make It If You Try
Gene Allison, V J
9. The Big Beat, Fats Domino, Imp
10. Rock and Roll Music, Chuck Berry, Chs

Charlotte

1. Raunchy, Ernie Freeman, Imp.
2. Peggy Sue, Buddy Holly, Cor.
3. Great Balls of Fire
Jerry Lee Lewis, Sun
4. You Send Me, Sam Cooke, Keen
5. At the Hop
Danny and the Juniors, ABC Para.
6. Jailhouse Rock, Elvis Presley, Vic.
7. Be-Bop Baby, Ricky Nelson, Imp.
8. Oh, Julie, Crescendos, Nsc.

Chicago

1. At the Hop
Danny and the Juniors, ABC-Para
2. Peggy Sue, Buddy Holly, Cor
3. La Dee Dah, Billy and Lillie, Swan
4. Oh, Boy! Crickets, Brk.
5. Great Balls of Fire
Jerry Lee Lewis, Sun
6. Raunchy, Bill Justis, Phil. Intl.
7. My Special Angel, Bobby Helms, Dec
8. Kisses Sweeter Than Wine
Jimmie Rodgers, Rlt.
9. The Stroll, Diamonds, Mer.
10. I'll Come Running Back to You
Sam Cooke, Spe.

Cincinnati

1. You Can Make It If You Try
Gene Allison, V J
2. (I Love You) For Sentimental Reasons
Sam Cooke, Keen
3. I'll Come Running Back to You
Sam Cooke, Spe.
4. Oh, Julie, Crescendos, Nsc.
5. Raunchy, Ernie Freeman, Imp.
6. Don't Let Go, Roy Hamilton, Epic

Detroit

1. At the Hop
Danny and the Juniors, ABC Para.
2. I'll Come Running Back to You
Sam Cooke, Spe.
3. Great Balls of Fire
Jerry Lee Lewis, Sun
4. Raunchy, Bill Justis, Phil. Intl.
5. You Send Me, Sam Cooke, Keen
6. Raunchy, Ernie Freeman, Imp.
7. Teardrops
Lee Andrews and the Hearts, Chs.
8. Get a Job, Silhouettes, Emb.
9. Peggy Sue, Buddy Holly, Cor.
10. Bony Moronie, Larry Williams, Spe.

Los Angeles

1. Raunchy, Ernie Freeman, Imp.
2. Kisses Sweeter Than Wine
Jimmie Rodgers, Rlt.
3. I'll Come Running Back to You
Sam Cooke, Spe.
4. At the Hop
Danny and the Juniors, ABC-Para.
5. Great Balls of Fire
Jerry Lee Lewis, Sun
6. Peggy Sue, Buddy Holly, Cor.
7. You Send Me, Sam Cooke, Keen
8. Silhouettes, Rays, Cam.
9. Don't Let Go, Roy Hamilton, Epic

New Orleans

1. Raunchy, Ernie Freeman, Imp.
2. You Send Me, Sam Cooke, Keen
3. I'll Come Running Back to You
Sam Cooke, Spe
4. Great Balls of Fire
Jerry Lee Lewis, Sun
5. Bony Moronie, Larry Williams, Spe
6. Teardrops
Lee Andrews and the Hearts, Chs.
7. You Can Make It If You Try
Gene Allison, V J
8. Jailhouse Rock, Elvis Presley, Vic.
9. My Special Angel, Bobby Helms, Dec.
10. Right Time, Nappy Brown, Sav.

New York

1. At the Hop
Danny and the Juniors, ABC-Para
2. Rock and Roll Music, Chuck Berry, Chs.
3. Raunchy, Bill Justis, Phil. Intl.
4. Great Balls of Fire
Jerry Lee Lewis, Sun
5. Buzz, Buzz, Buzz
Hollywood Flames, Ebb
6. Wake Up Little Susie
Everly Brothers, Cdc
7. You Send Me, Sam Cooke, Keen
8. Teardrops
Lee Andrews and the Hearts, Chs.

• R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING JANUARY 4

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers thruout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week		Last Week	Weeks on Chart
1.	AT THE HOP (BMI)—Danny and the Juniors Sometimes (BMI)—ABC-Paramount 9871	1	5
2.	RAUNCHY (BMI)—Ernie Freeman Puddin' (BMI)—Imperial 5474	4	7
3.	GREAT BALLS OF FIRE (BMI)—Jerry Lee Lewis You Win Again (BMI)—Sun 281	5	6
4.	PEGGY SUE (BMI)—Buddy Holly Everyday (BMI)—Coral 61885	3	7
5.	YOU SEND ME (BMI)—Sam Cooke Summertime (ASCAP)—Keen 34013	2	12
6.	RAUNCHY (BMI)—Bill Justis The Midnite Man (BMI)—Phillips International 3519	6	8
7.	I'LL COME RUNNING BACK TO YOU (BMI)—Sam Cooke Forever (BMI)—Specialty 619	7	4
8.	KISSES SWEETER THAN WINE (BMI)—Jimmie Rodgers Better Loved You'll Never Be (ASCAP)—Roulette 4031	10	5
9.	JAILHOUSE ROCK (BMI)—Elvis Presley Treat Me Nice (BMI)—Vic 7035	8	14
10.	BONY MORONIE (BMI)—Larry Williams You Bug Me, Baby (BMI)—Specialty 615	12	8
11.	ROCK AND ROLL MUSIC (BMI)—Chuck Berry Blue Feeling (BMI)—Chess 1671	9	9
12.	BUZZ, BUZZ, BUZZ (BMI)—Hollywood Flames Crazy (BMI)—Ebb 119	11	8
13.	TEARDROPS (BMI)—Lee Andrews and the Hearts Girl Around the Corner (BMI)—Chess 1675	15	2
14.	YOU CAN MAKE IT IF YOU TRY (BMI)— Hey, Hey, I Love You (BMI)—Vee Jay 713	—	1
15.	SILHOUETTES (BMI)—The Rays Daddy Cool (BMI)—Cameo 117	13	12

• Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING JANUARY 4

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throut the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week		Last Week	Weeks on Chart
1.	RAUNCHY—Ernie Freeman Imperial 5474—BMI	1	8
2.	AT THE HOP—Danny and the Juniors ABC Paramount 9871—BMI	7	4
3.	GREAT BALLS OF FIRE—Jerry Lee Lewis Sun 281—BMI	8	5
4.	TEARDROPS—Lee Andrews and the Hearts Chess 1675—BMI	10	2
5.	I'LL COME RUNNING BACK TO YOU—Sam Cooke Specialty 619—BMI	6	3
6.	PEGGY SUE—Buddy Holly Coral 61885—BMI	4	6
7.	YOU SEND ME—Sam Cooke Keen 34013—BMI	2	13
8.	DANCE TO THE BOP—Gene Vincent Cap 3839—BMI	13	2
9.	RAUNCHY—Bill Justis Philips International 3519—BMI	-	6
10.	YOU CAN MAKE IT IF YOU TRY—Gene Allison Vee Jay 256—BMI	5	4
11.	JAILHOUSE ROCK—Elvis Presley Vic 7035—BMI	9	13
12.	THE STROLL—Diamonds Mercury 71242—BMI	15	2
13.	LITTLE BITTY PRETTY ONE—Thurston Harris Aladdin 3398—BMI	3	10
14.	SILHOUETTES—The Rays Cameo 117—BMI	11	12
15.	BUZZ, BUZZ, BUZZ—Hollywood Flames Ebb 119—BMI	—	3

Philadelphia

1. You Send Me, Sam Cooke, Keen
2. At the Hop
Danny and the Juniors, ABC-Para.
3. I'll Come Running Back to You
Sam Cooke, Spe.
4. Rock and Roll Music, Chuck Berry, Chs.
5. Get a Job, Silhouettes, Emb.
6. Raunchy, Bill Justis, Phil Intl.
7. Walkin' With Mr. Lee, Lee Allen, Emb.
8. Jailhouse Rock, Elvis Presley, Vic.
9. Great Balls of Fire
Jerry Lee Lewis, Sun
10. The Joker, Billy Myles, Emb.

St. Louis

1. At the Hop
Danny and the Juniors, ABC-Para.
2. I'll Come Running Back to You
Sam Cooke, Spe.
3. Raunchy, Bill Justis, Phil. Intl.
4. You Can Make It If You Try
Gene Allison, V J
5. Great Balls of Fire
Jerry Lee Lewis, Sun
6. You Send Me, Sam Cooke, Keen
7. Bony Moronie, Larry Williams, Spe

Washington, D. C.

1. At the Hop
Danny and the Juniors, ABC-Para.
2. I'll Come Running Back to You
Sam Cooke, Spe.
3. You Send Me, Sam Cooke, Keen
4. Don't Let Go, Roy Hamilton, Epic
5. Get a Job, Silhouettes, Emb.
6. Great Balls of Fire
Jerry Lee Lewis, Sun
7. Rock and Roll Music, Chuck Berry, Chs.
8. Silhouettes, Rays, Cam.
9. Buzz, Buzz, Buzz
Hollywood Flames, Ebb
10. Raunchy, Ernie Freeman, Imp.

#1 IN BALTIMORE
IN ST. LOUIS
IN NEWARK
COMING UP STRONG IN: PHILA., DETROIT, BOSTON
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FOLK TALENT & TUNES

• Continued from page 76

of whom were making their recording debuts. Sessions were produced by Murray Nash Associates. Spangle is the label that originally released the Sprouts' "Goodbye, She's Gone," now on RCA Victor, and Chuck Sims' "Little Pigeon."

Hank Thompson pulled a near three-quarter house at Joe Leher's Rainbow Ballroom, Denver, for his one-nighter there last week. . . . The Miller Brothers' Band, of Wichita Falls, Tex., last Thursday (9) played the Second Annual Stockmen's Ball in Denver to kick off the National Western Stock Show and Rodeo which opened Friday (10). . . . Ed McLemore, "Big D Jamboree" bossman, and his family left Dallas last Wednesday (8) in their new Cadillac for California, with stops skedded for Odessa, Tex., and Phoenix, Ariz., where the married McLemore daughters reside. While in Hollywood, Ed will check out recording brass and possibilities of movie tie-ins for some of the "Big D" artists.

Johnny Cash and the Tennessee Two, Roy Acuff and His Smoky Mountain Boys, the Wilburn Brothers, June Webb and Don Helms begin a swing of the Upper Midwest area at Battle Creek, Mich., January 14, following with Saginaw, Mich., 15, and Kalamazoo, Mich., 16. On January 17 the package plays Sault Ste. Marie, Ont., and then jumps back to the States for a Saturday date (18) in Niagara Falls, N. Y., winding up the tour in Toledo January 19. Details of the tour were set by Cash's manager, Bom Neal, with promoters Phil Simon, Don Ramsay and Rablin' You.

Carl Perkins starts a series of Western club dates at Pocatello, Idaho, January 15, playing Idaho, Utah and Nevada thru January 25. . . . **Buddy Knox**, of "Big D Jamboree," Dallas, has a new Roulette release, "Swinging Daddy," out this week. . . . Johnny Cash spent Monday (13) in Detroit and Windsor, Ont., visiting the deejays to plug his new pop-country release, "Ballad of a Teen-Age Queen."

With the Jockeys

Bailin'-Wire **Bob Straek** is spinning the country wax at KOAM, Pittsburg, Kan., having recently shifted from KIMO, Independence, Mo., and plans to revive his weekly news letter. Aside from the platter shows, KOAM spots three live country and western segs each morning. Others on the deejay staff there are **Tommy Sosebee, Virgil Glenn, Landon Hale** and **Webb Cardwell**. . . . **Happy Harold**, deejay at KLAK, Denver's 24-hour country and western music station, swears that he recently received the following fan letter: "I wonder what we dairy farmers who start our daily task at 4 a.m. would do without your cheery 'good morning' to us. However, it would be even better if you wished a 'good morning' to our cows more often than you do. Some of the cows miss your 'good morning' because they are not all in the milking barn at the same time. They actually miss your happy voice, and what do they do? They mope and pout all day. This naturally affects their milk production and costs us money. So, how about some extra 'hellos' for them . . . ?" The letter was signed by a Broomfield, Colo., listener, Happy claims.

• Reviews and Ratings of New Popular Albums

• Continued from page 50

the fan of authentic folk fare. This group of tunes is dominated by Irish-based material and Miss Reed accompanies herself in handsome, yet simple style, on an Irish harp and zither. Strong merchandise in the folk field by one of the idiom's better known artists.

SPACE-O-GRAM
"TO THE PEOPLE OF EARTH"
Thank you for your interest in "Project Moon." If you haven't heard this EP ...ding, "Project Moon," it is a sci-fi adventure, complete with narration and sound effects in supersonic sound . . . it will stimulate the listener from beginning to end. Just a reminder from . .
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• Reviews of New R&B Records

IVORY JOE HUNTER
Baby Baby Count on Me.......... 84
ATLANTIC 1173—A pretty melody, beautifully done by Hunter. Backing includes unobtrusive organ and chorus, and some brief, effective horn interludes. (Progressive, BMI)
You're on My Mind....83
A tender ballad, slow in tempo, sung in Hunter's unique style. Faint organ in background provides a delicate touch in the arrangement. Lyric has a country-flavor, which is an asset in the pop field currently. (Progressive, Desiard, BMI)

CLYDE McPHATTER
That's Enough for Me. 83
ATLANTIC 1170 — McPhatter's distinctive warbling is solid here. It's high-pitched, sexy and technically fine. Side has a lilting beat and plenty of style. Merits strong play. (Eden-Progressive, BMI)
No Love Like Her Love....83
A sensitive ballad sung beautifully, with an unobtrusive chorus providing effective voicing. Arrangement has a triplet figure. Solid. (Lowell-Progressive, BMI)

MARVIN & JOHNNY
Smack Smack 79
ALADDIN 3408—This upbeat rhythm job has a Fats Domino type beat backing with the cats lending a fairly strong vocal duo. At times sound like Shirley and Lee. Good swinging side with possibilities for jukes. (Aladdin, BMI)
You're in My Heart....77
An interesting rhythm side with good dual wailing by the pair. Solid horn work breaks into the middle. Reading has a sound and beat which could cause some juke noise. (Aladdin, BMI)

IRVING ASHBY
Motatin' 78
IMPERIAL 5485—Fine, wailing blues instrumental ideal for today's young terpers. Tempo is medium, and beat is strong, with Ashby guitar prominent. (Travis, BMI)
Big Guitar...77
Another boogie instrumental for the rock and roll dancers. There's a "Slow Walk" flavor to this one. Can do good business in pop and r.&b. (Times, BMI)

JIMMY SCOTT
Home 76
KING 5104—This version of the oldie is aimed at the pop market, but warbler's r.&b. following is likely to provide most support. (Mills, ASCAP)
Somewhere Down the Line....75
Torch blues-ballad, with a moral, sung with great "down" feeling by the little veteran, to good backing. If pushed, can do r.&b. business. (Jay & Cee, BMI)

GUITAR SLIM
I Won't Mind at All 76
ATCO 6108—Slim belts one out in the New Orleans-Fats Domino style. Enthusiastic shouting and potent personality could carry this one far. Southern sales are certain. (Progressive, BMI)
Hello, How Ya' Been, Goodbye...75
Rockaballad has an old-timey almost hymn-like flavor. Slim gives it a flavorsome slice of singing and picking. Two good sides here. (Progressive, BMI)

THE PASTELS
Been So Long 76
ARGO 5287—Spiritual flavor marks this moving ballad, sung with fervid sincerity by lead singer and group. (Figure, BMI)
My One & Only Dream....74
Feelingful interpretation by lead singer of intense ballad. (Figure, BMI)

EARL (CONNELLY) KING
Every Whicha Kinda Way.......... 76
KING 5102—A satisfying bluesy item, in a slow swinging tempo with a bit of clap-hands gospel feeling. King's chanting is from the heart. Chorus and the tenorman give a good assist. Nice. (Jay & Cee, BMI)
I Don't Want Your Love....73
The ballad side. King's good vocal is backed by a simple arrangement, featuring primarily piano, horn and drums. (Selbon, BMI)

THE PENGUINS
Sweet Love 75
DOOTO 432—Here's a good wild type side with lots of noise. Lead man shouts out the message with plenty of activity by the group to the backing. This has a driving quality that could go. Worth spins. (D. Williams, BMI)
Let Me Make Up Your Mind . 71
A slow, meshuga type ballad with a pounding triplet backing. A dedicated performance by the lead but the flip has more action. (D. Williams, BMI)

THE OBBITS
Mr. Hard Luck 74
ARGO 5286—This blues gets a solid vocal, backed by a swinging instrumental arrangement. Funky flavor. (Figure, BMI)
Who Are You 70
The ballad side. Nicely done by the group, to a conventional triplet-marked backing. (Figure, BMI)

MAGIC SAM
Everything Gonna Be Alright 73
COBRA 5021—Plaintive wailing on effective blues with Deep South flavor. Good regional item. (Armel, BMI)
Look Whatcha Done ..72
Personable reading on okay blues with interesting backing. (Armel, BMI)

The following records, also reviewed by The Billboard music staff, were rated 65 or less:

CASTALIERS: Come Back (My) Hi Fi Baby—Felstead 8504

• Number of Releases This Week

Label	Pop	R&B	C&W
ABC-PARAMOUNT	2	—	—
ALADDIN	—	1	—
ARGO	—	2	—
ATCO	—	1	—
ATLANTIC	—	3	—
CADENCE	1	—	—
CAMEO	1	—	—
CAMPFIRE	—	—	1
CAPITOL	5	—	2
COBRA	—	3	—
COLUMBIA	4	—	—
DEAL	1	—	—
DOOTO	—	1	—
DECCA	1	—	2
EPIC	1	—	—
FELSTED	1	1	—
IMPERIAL	—	1	—
ISLAND	1	—	—
KING	—	2	1
LYRIC	1	—	—
MARK	—	—	1
M-G-M	—	—	1
MOVIECRAFT	1	—	—
OKEH	—	1	—
ORBIT SOUND	—	—	1
RCA VICTOR	3	—	1
STEPHANY	1	—	—
SUN	—	—	1
VANITY	1	—	—
TOTALS	25	16	11

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Special Section To Cover Insurance

January 20 Articles to Point Up Growing Importance of Coverage

CHICAGO—The mounting importance of proper insurance coverage for the operator of outdoor amusements will be pointed up in a special section of the January 20 issue of The Billboard, it was announced here last week.

Special topics to be treated will be liability, adequate coverage, the value of qualified insurance experts, special coverage and hard-to-find insurance.

An article on liability points out that this coverage is a complex matter that demands wide coverage and the attention of experts. Included will be a rundown on what is covered by standard policies and what isn't covered. Advice, gathered from the field, will tell what show owners, bookers and sponsors should check for in their policy and the policies of those with which they do business.

The importance of adequate coverage will be stressed. It will be pointed out that operators should be certain they are covered for all eventualities and that the amount of their insurance is enough to cover inflated prices, higher replacement cost and outsized jury awards.

Specialists Important

The value of specialists who are best qualified to write show insurance and how they are often the only ones that can give adequate service, will be brought out in the special issue.

Special attention will be given details on how and where insurance is available for carnivals, rides, concessions, parks, kiddielands, pools, auto races, thrill shows, stock cars, circuses, performers, auspices, rodeos, firework fairs, arenas, trade shows and other

(Continued on page 82)

Hetzer Pacts Ind. State Grandstand

INDIANAPOLIS — Jimmy Hetzer, top man in Hetzer's Theatrical Agency, Huntington, W. Va., was awarded the night grandstand contract for the Indiana State Fair at a meeting of the board here last week.

The show, which will be presented five nights, Sunday thru Thursday, August 31-September 4, will be the same one that will play the Western Canadian A Circuit of fairs. The show bears the title "Spectacular of 1958."

Hetzer will play the fair on a reported guarantee of $24,250.

The fair expects to sign its Coliseum name bill at a January 30 meeting.

DATE CONFLICTS HURT KANSAS FAIRS

Carnival Bookings Are Limited; Elmer Bryant Elected President

TOPEKA — The concentration of Kansas county fairs in the month of August again backfired at the 35th annual meeting of the Kansas Fairs Association and, as a result, an estimated 15 to 20 fairs left the conclave with no midway contract. The meeting was held in the Jayhawk Hotel here Monday thru Wednesday (6-8).

Of the 91 county events in the State, only nine are held outside of August while a total of 44 are currently scheduled to run during the last two weeks of that month.

One of the most important developments of the three-day conf[illegible] was the election of Elmer Bryant, Dighton, as president; Joe Cook, Columbus, vice-president; Everett E. Erhart, Stafford, secretary-treasurer, and Mike Burns, Topeka, publicity director.

Carl H. Beyer, 1957 president, was in the chair for the business sessions. Roy Freeland, director of agriculture, delivered the welcoming address. Roy W. Davis, president of the Oklahoma Association of Fairs, also spoke and invited all to attend their February 2-4 meeting. Other speakers included Maurice E. Fager, manager of the Kansas Free Fair; J. Harold Johnson, State 4-H Club leader; Virgil Miller, secretary-manager of the Kansas State Fair and Mrs. R. D. Reigle, secretary of Marshall County Fair. Open discussion on a number of timely topics was held at the Wednesday morning session.

Approximately 300 crowded the roof garden at Tuesday night's banquet where Governor George

(Continued on page 82)

FAIR VET RETIRES

Morris Succeeds Reading's Swoyer

READING, Pa. — W. Arthur Morris has been elected secretary of the Reading Fair, succeeding Charles W. Swoyer, who had held the position for 33 years. The action came at the Saturday (4) annual meeting of the Agricultural and Horticultural Association of Berks County, the fair sponsors.

W. ARTHUR MORRIS

Swoyer, who was named secretary emeritus, had asked to be relieved of some of his duties because of failing health. He had been secretary since 1924 with the exception of one year. Morris had assisted Swoyer since the death of the late Paul H. Esterly.

The new secretary has been active in the concessions department of the fair for more than 30 years.

John S. Giles was returned by the board to his 26th term as president and Heber Ermentrout was named first vice - president. Other officers are George W. Schuler, second vice-president; Albert L. Swoyer, treasurer, and Horace E. Miller assistant secretary.

Kid Day Changed

The agricultural group operates the annual fair and all activities on the fairgrounds except the Fairgrounds Market and Fairgrounds Skateland. In addition to its elections, it decided to shift the county school children's day this fall from Friday to Wednesday, and to leave the city school kids' day unchanged on Tuesday.

Added to the board of directors were Bertolette G. Brumbach, manager of the Berks County Agricultural Stabilization and Conservation office, and Joseph L. Simmons, operator of a local hearing aid service. Re-elected board members are Harry N. Althouse, David Botvin, Newton W. Geiss, Attorney Leroy Hyman, Alvin F. Kemp, C. Paul Lied, Jacob H. Mays, Thomas J. Merkel, Russ Moyer, George L. Roller, and the newly elected officers.

Swoyer, in addition to his fair position, has long been active in the Pennsylvania State Association of County Fairs, of which he has been secretary, and the U. S. Trotting Association, of which he has been a regional director.

Missouri Assn. Meeting Draws Strong Turnout

JEFFERSON CITY, Mo.—Aided by good weather for the first time in a number of years, there was a strong turnout at the meeting of the Missouri Association of Fairs and Agricultural Exhibitions here Thursday and Friday (9-10) in the Governor Hotel.

Highlights of the meeting included the attendance of John Williamson, director of agriculture, and Lt. Gov. Edward Long, who delivered the welcoming address. Colie Ervin, secretary-manager of the Missouri State Fair, Sedalia, showed colored motion pictures of the Hambletonian and race scenes at the Sedalia event. Al Sweeney, president of National Speedways, Inc., showed a government film entitled "Uncle Sam Goes to the Fair," a resume of foreign fairs.

There was a strong turnout at Thursday night's banquet.

Hoosier Assn. Elects Wingate '58 President

INDIANAPOLIS — Chester C. Wingate, Muncie, was elected president of the Indiana Association of County and District Fairs at its annual convention here Sunday thru Tuesday (5-7) in the Hotel Severin. He succeeds I. R. Humerickhouse, who was named to the board of directors.

Hal R. Royce, Austin, was elected vice-president, and Robert L. Barnet, Muncie, was renamed to the post of secretary-treasurer. Other directors re-elected were M. Monroe Neher, Frankfort; Dr. D. E. Mangas, Portland, Curtis W. Russell, North Vernon, and Joseph L. Quinn Jr., Terre Haute.

Lt. Governor Crawford Parker, who is also commissioner of agriculture, was optimistic about the '58 fair season, pointing out that shorter working hours leave much more time for amusements, including fairs.

Other speakers included L. Doo Cassidy, Kentucky State Fair, and John F. Hurlbut, station WFBM.

Humerickhouse served as toastmaster at the Tuesday evening banquet which was well attended.

Pa. Raising Issue Over Blue Laws

HARRISBURG, Pa.—Mounting concern over blue law enforcement has stimulated formation of a State legislative committee to revise the constitution. Certain enterprises freed from Sunday restrictions by referendum give the picture a spotty appearance, and efforts are to wipe the slate clean and write new provisions favorable to amusement and retail business alike.

The Legislature meets every other year, and is due in session in 1959. A move is afoot to compel enforcement of the Sunday laws to the hilt, thereby stimulating public indignation over the issue. The result would presumably be public pressure to free amusement and retail operators from restraints.

This issue is one aspect of the program for the January 30 meeting of the Roller Skating Rink Operators' Association at the Penn-Harris Hotel here, beginning with a 12:30 luncheon. Arthur Litzenberger, Crystal Palace Rink, Philadelphia, is State chapter secretary and chairman of the legislative committee of the Participating Sports Association of America.

GAC-Hamid Inks Minn. Fair Loop

ST. PAUL—The GAC-Hamid Agency closed to provide the night grandstand show for the five member fairs of the Red River Valley Circuit at the Minnesota fair meeting here last week. The office will provide a program of acts for the events which are at Mahnomen, Rosseau, Fertile, Barnesville and Warren.

Other annuals inked by the agency, repped here by veteran booker Ernie Young, included Ada, Faribault and Sleyton.

Bittler Dies; Coaster Builder, Park Operator

ELMIRA, N. Y.—Oscar Bittler, of Oak Hill Park, veteran Roller Coaster builder and operator of Eldridge Park, died Friday (3). Services were held Monday at Hughes Funeral Home, with interment in Woodlawn Cemetery.

Bittler, a native of Winton, Pa., near Scranton, was 61 years old and had spent most of his adult life in the outdoor amusement business. A popular figure, he was active in several fraternal orders and had attained membership in the Royal Order of Jesters and Elmira Shrine Club. He also belonged to the Eagles and Elks, the National Association of Amusement Parks, Pools and Beaches and National Showmen's Association.

Bittler came to Elmira in the spring of 1937 to build a Roller Coaster and remained here, rapidly assuming a leading function to Eldridge Park. Prior to then he had been briefly at a park in Easton, Pa.

Early construction years were with Miller & Baker, big builders in park business early in the century; with Harry C. Baker, and in association with Roller Coaster designer Joe McKee, prior to striking out on his own.

At Eldridge, Bittler owned the Coaster and he was in partnership with Robert Long in much of the midway operation. Son Donald O. Bittler, who has been associated with the family park operations for years, will assume his father's responsibility and the park will function as usual this season.

Also surviving are the widow, Mrs. Daisy M. Bittler; a brother Charles, Allentown, and two grandchildren.

Central N. Y. Fairs See More Mutuel $$

SYRACUSE—Some 80 persons attended the annual meeting of the Central New York Association of Agricultural Societies at the Hotel Syracuse on Saturday (4) with the number representing 30 fairs. At the elections, Ted Curtis, of the Ontario County Fair, Canandaigua, was named president for 1958.

Other officers are: Vice-president, Eugene Fitzer, of the Broome County Fair, Whitney Point, and secretary-treasurer, Robert S. Turner, of the Chemung County Fair, Elmira.

Several topics of interest were discussed, including plans for formulating a bill to be introduced in the State Legislature, giving fairs additional revenue from pari-mutuel breakage receipts, for capital and permanent improvements. This occupied much of the morning meeting.

Following luncheon, James A. Carey, of the State's Division of Fairs, conducted an informal discussion to compare successful and not-so-successful promotions and other ventures at 1957 fairs. Week-end and Sunday operations were of particular interest. Joseph Godin, of Interstate Fireworks Company, showed a sound and color film of pyrotechnics displayed. There were 20 representatives present from various attraction companies.

PCSA Installs Jimmy Lantz

LOS ANGELES—Officers of the Pacific Coast Showmen's Association for 1958 were installed by Harry Fink, a past president, in the club rooms as part of the weekly meeting Monday night (6).

The ceremonies inaugurated the administration of Matthew (Jimmy) Lantz as president; Arthur E. Anderson, first vice-president; Joseph (Red) Dauer, second vice-president; Matthew Herman, third vice-president; H. D. (Bob) Matthews, secretary, and Al Weber, treasurer.

Past Presidents Edward Harris and Joe Clacy were installed as five-year members of the board of trustees and the cemetery committee, respectively. The new board of governors was also installed.

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ARENAS & AUDITORIUMS

Pensacola Attracts Shows; Geography Is One Factor

By TOM PARKINSON

READING OF ROUTES for many types of shows developed the impression that once a touring company goes South there is a very strong probability that it will stop at Pensacola's Municipal Auditorium. And manager Walter Wicke confirms that.

Speaking moderately, Wicke observes that Pensacola gets its fair share of road companies. He cites the proximity of air force and naval air force bases and to growth of industry at Pensacola, saying that these help bring business to Auditorium events.

The fiscal year ending with September was good, and so far this year the building is running about 15 per cent ahead. It has done good business since opening in 1955 and operates on a budget breaks even on this.

SHOW-WISE, IT GETS at least its share. Geography helps in some cases. The 200-mile drawing territory helps, too. As Wicke has observed, any show that plays Florida and then goes West is bound to make Pensacola. It works pretty well in the other direction, also.

"Ice Vogues" played Pensacola this fall and reported it was the best stand in the South this time. The Cristiani circus played a stage engagement here for a major industry, which also sponsors a dance for employees twice monthly. The Black Hills Passion Play did very well for two days in December.

More attractions include the NBC Opera Company, which appeared in the fall; the Ballet Russe; and the Chicago Opera Ballet, which is coming this season. The Pensacola Music Association is bringing the Ballet Theater and the Detroit Symphony.

THAT ASSOCIATION also is in touch with a group that may bring in a repertoire of legit shows. The Columbia Artists' production of "No Time for Sergeants" wanted to come, Wicke reports, but the building couldn't give the necessary time.

"Grand Ole Opry" is a hit in the building and units come about every month. Some are booked by John Kelly, some by A. V. Bamford. The Philip Morris Country Music Show played Pensacola once and plans to repeat.

Goose Tatum's basketball team played January 2 and the Harlem Globetrotters are scheduled for February. Happy Kellems' Honey Boy Minstrels are coming in January.

Pensacola also has its home-promoted events. There is a frequent schedule of gospel sings. An annual Festival of Five Flags is to be May 14-17 this year. The Jaycees have an Auto Show in January and a Sports and Boat Show in March.

Gene Rowe of New Orleans will produce a Home Show in the spring. A monthly rock-and-roll dance schedule for teenagers is being set by an Atlanta organization. Duke Ellington is appearing this week.

GEOGRAPHY, MILITARY personnel and payroll, new industry, and successful experience in the past—they all combine to keep the Pensacola building busy.

FAIR MEETINGS

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January, 14-16. Wm H. Eldridge, 315½ East Mill Street, Plymouth, secretary.

Ohio Fair Managers Association, Deshler-Hilton Hotel, Columbus, January 14-16. Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 15. Thomas M. Craig, Spartanburg, S. C., secretary.

Association of Tennessee Fairs, Noel Hotel, Nashville, January 16-17. Jack Vinson, Tennessee-Carolina Fair, Newport, secretary.

North Carolina Association of Agricultural Fairs, Hotel Sir Walter Raleigh, January 16-17. J. Sib Dorton Jr., Route 10, Charlotte 6, secretary.

Western Canada Association of Exhibitions, Palliser Hotel, Calgary, Alta., January 17-19. Mrs. Letta Walsh, Besborough Hotel, Saskatoon, Sask., secretary.

Virginia Association of Fairs, John Marshall Hotel, Richmond, January 18-20. William E. Finch, Fairgrounds, Danville, secretary.

The Michigan Association of Fairs & Exhibitions, Fort Shelby Hotel, Detroit, January 19-21. Harry B. Kelley, Hillsdale, secretary.

Association of Alabama Fairs, Jefferson Davis Hotel, Montgomery January 20-21. Christie W. Sumner, Jasper, secretary.

Massachusetts Agricultural Fairs Association, Hotel Bradford, Boston, January 20-21. Paul Corson, Topsfield, secretary.

Maine Association of Agricultural Fairs, Cleveland Hotel, Portland, January 22-23. Roy E. Symons, Skowhegan, secretary.

Kentucky Association of Fairs, Kentucky Hotel, Louisville, January 23-24. L. Doc Cassidy, Kentucky State Fairgrounds, Louisville, secretary.

North Dakota Association of Fairs, Graver Hotel, Fargo, January 23-25. A. D. Scott, Fargo, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 26-28. C. C. Hunter, Taylorville, secretary.

(Continued on page 82)

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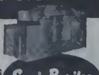
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Date Festival Sets Circus as Feature

INDIO, Calif.—The Riverside County Fair and National Date Festival will feature the Cirque Araby here on February 22-23, last two days of its 10-day run, R. M. C. Fullenwider, fair manager and executive producer of the circus, announced.

The circus will be of the European type, one ring, and in the horse show arena. All performers will be garbed in Arabian costumes, fitting into the Arabian Nights theme of the fair. The event also will again feature the Arabian Nights pageant for which it has gained nationwide fame.

Assisting Fullenwider in the circus production are Jo and Newton (Carolina) Brunson, of the Hollywood Theatrical Agency, which has held the booking contracts here for approximately 10 years

Cirque Araby will feature Gisel and Curtis, perch; Fine and Dandy, juggling clowns; Orwyns, Risley and trapeze; Dwight Moore and His Mongrel Revue, Carlyles, teeterboard and trampoline; Nimble-Aires, trampoline and cycles; Linares, wire; Allans, high act; Chet Juszyk, lions; Capt. Jamison, high dive, Bar Barons, bars; Maxwells, comedy knockabout; Flying Wards, aerial; Albert Fleet and chimps, and Eddie Dullum and clowns. Music will be by Al Lyons and his circus band. Gene Holter will supply the elephants as well as the camels for the races, an annual feature at the horse show.

The Brunsons are also presenting for the full 10-day run Al Lyons and his electric accordion, Jack McAfee as Bobo, the balloon clown; Betty Jo Huston, acro-novelty, and Anden's performing dogs

The Frank W. Babcock Shows will again be featured on the midway.

Publicity for the fair will be handled by Ernest Maxwell, who has flacked the exposition for the last three years.

Show Agents Out in Force At Ind. Meet

INDIANAPOLIS — Carnival, attraction and fair supply firm representatives were out in good numbers at the 38th annual meeting of the Indiana Association of County and District Fairs here Sunday thru Tuesday (5-7).

Included were Issy Cetlin, Al Dorso, Cetlin & Wilson Shows; Louis J. Berger, Olson Shows; F. E. Gooding, Hal Eifort, John Enright, Gooding Amusement Company; L. I. Thomas, Thomas Joyland Shows; James H. Drew Jr., James Drew III, James H. Drew Shows, Billy Senior, George Flint, Barnes-Carruthers Theatrical Enterprises, Inc.; Jack Lindahl, Boyle-Woolfolk Agency; Sunny Bernet, Global Artists; Oscar Bloom, Blue Grass Shows; D. Dade, W. G. Wade Shows; Al Kaufman, merchandise; Mr. and Mrs. Bill Bernauer, concessions; J. Levine, Kipp Novelty Company; Johnny Anderson, Enquirer Show Print; Mr. and Mrs Johnny Portemont, Johnny's United Shows; Mr. and Mrs. Al Kunz, Heth Shows; Joie Chitwood, Chitwood thrill show; Jack Kochman, Bill Reed, Mr. and Mrs Irish Horan, Kochman thrill show; John Dailey, Illinois Fireworks Company.

Also C. S Peck, Key City Shows; Jimmy Chanos, Jimmie Chanos Shows; Tom Baker, Baker United Shows; Morris Lipsky, concessions; Nick Carter, concessions; Paul Drago, Drago Amusements; Rod Link, World of Pleasure Shows; Mrs. Charles Golding, concessions; Mrs Avery Christy, concessions; Charles Jessop, concessions; George Ferguson, WLS Attractions; Frank Taylor, GAC-Hamid; M. McKinley, McKinley Rodeo & Wild West Show, W. B. Jay, W. B. Jay Shows; Dave Rosenberg, Triangle Poster; Wabash Valley Tent & Awning Co.; Terre Haute Tent & Awning Co.; Lashbrook Tent & Awning Co.; Mr. and Mrs. Eddie Hackett, concessions; R Deggeler, Mr. and Mrs John Leedy, Deggeler Amusement Co.; Mrs. John Callagan, John Callagan Jr., concessions; Mel Hummitzsch, Mel Hummitzsch Theatrical Productions, Pinkerton's National Detective Agency, Inc.; Midwestern Havrida; R. A. Hodges, Dream Homes.

Richard Tully To Arena Post At Las Vegas

LAS VEGAS, Nev. — Richard F. Tully has been named to handle promotion of the new Convention Hall here. He formerly held a similar position with the Sacramento, Calif., convention bureau and auditorium.

Ground was broken in October on the building. It is being built by the county fair board and promotion will be directed by the Las Vegas Chamber of Commerce. The hall will cost about $4,500,000.

Insurance

• Continued from page 80

segments of the outdoor amusement business.

Up-to-date information on special coverage will be provided. Stories will stress that at one time or another, most showmen have need for additional insurance that might include winter quarters coverage, insurance on equipment in transit, food handler's insurance, rain coverage and insurance on employee actions, to name a few.

Also included will be leads on where to buy insurance on risks that standard agents can not cover. For instance, who insures rides, parades, picnics, rodeos, thrill shows, races, circuses and thrill acts?

Wanda Lee is confined at 22 Academy Place, Nashville, with arthritis and would like to receive mail. . . . **Mrs. Jimmie Leahy** writes from 341 N W. 53d Street, Fort Lauderdale, Fla., that she's resting after an operation on her hand.

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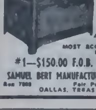
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N. C. Fairmen To Set Dates, View Movies

RALEIGH, N. C.—One of the main items of business at the 25th annual meeting of the North Carolina Association of Agricultural Fairs will be the setting of dates for the nearly 100 member events. The two-day session, Thursday and Friday (16-17), will also feature a movie on the West Virginia State Fair, to be shown by its manager C. T. (Tom) Sydenstricker, of Lewisburg-Ronceverte.

More than 400 persons have reserved places for the Friday night banquet and floor show in the Hotel Sir Walter, association president Corbin Green of Hickory reports.

Mayor W G. Enloe will welcome the fair operators to Raleigh and Clyde L. Propst, manager of the Cabarrus County Fair, Concord, will respond. The banquet program is being arranged by Curtis A. Leonard of Lexington and Norman Y. Chambliss of Rocky Mount.

Bob Corbin, comedy calliopist, well known at Midwestern parks, fairs and special events, is keeping busy this winter working personals with a TV show out of Station WTRF, Wheeling, W. Va.

GAC-H Links With Wall's Calif. Office

NEW YORK—A tie-in with Isabelle Wall for fair talent in California, Oregon and Washington was announced this week by Joe Higgins of the GAC-Hamid agency. Miss Wall's agency, Fun Unlimited Productions, with offices in San Francisco and Sacramento, will represent GAC-Hamid acts exclusively.

Higgins noted that the arrangement will not affect the West Coast agency's identity, but would simply provide it with an expanded portfolio of talent.

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Date Conflicts Hurt Kansas

• Continued from page 80

Docking was the key speaker. Lew Galloway emseed the floor show.

Directors elected were: John Keas, D. Linn Livers, John Morse, Kenneth Cunningham; Dr. V L. Partridge, Lloyd Hittle, Jackson George, Harry Eshelman, Virgil Miller, Earl Simmonds, Dale W. Olson and Roy A Fobes.

Among attractions and show people present were: Mr. and Mrs. Fielding Graham and George Carpenter, Holiday Amusement Co.; Jack Young, GAC-Hamid; J. C. Michaels, Sr. and J. C. Michaels, Jr., J. C. Michaels Attractions; Fred Herring Jr. Paramount Fireworks Co.; Harold N. Wald and Ben Wisdom, Wald & Company Fireworks Co.; Norman Burnett, Burnett's Fireworks Co.; D. Forrest Kuhns, DeForrest Attractions; Mrs. Pearl G. Evans, William F. Evans, Donald Evans, and Ivan Mikaelsen, Evans United Shows; Frank Sharp and John Will, Regalia Manufacturing Co.; Mr and Mrs. Ted Cory and Mr. and Mrs. Sam Lyons, Heart of America Shows; Don Brashear, American Midway Shows; Ben C. Truex, Harry Peebles, and Frank Noll, Truex-Peebles Enterprises; Marshall Lines and Stanley Swan, E. C. Staats & Company.

Malcolm M. Moser, Central States Shows; Mr. and Mrs. J. W. Mahaffey, Cherokee Amusement Co. Clifford Davis, Dixie Amusements; Darrell Hornbeck, Atterbery-Hornbeck Enterprises; Tom Drake, Hazel Randall and Harold L. Tuggle, Tom Drake Agency; Leon McComb, McComb & Sons Rodeo; Walt Thedford, Thedford Ranch Rodeo; Willard L Bitting, Willard's Circus; Johnny Conn and Don Spicer, Johnny Coon Agency; Mr. and Mrs. W T. Hale, Hale Shows of Tomorrow, Capt and Mrs. F. H. Hugo and Mr. and Mrs. Jess Wrigley, Hugo's Novelty Exposition Shows; A. E. Raines, Raines Amusements; D S. Dudley and A. L. Stafford, D. S. Dudley Shows; Orrie W Maddox, Maddox Bros. Shows; Mr. and Mrs Ralph Kirk and Ralph Kirk Jr., Kirk & Son Attractions; N. L. Neighbor, Hutchinson Tent & Awning Co.; Harold Anderson, Playland Amusements; E. S (Ted) Webb, Webb's Concessions; Jack Colvin, Jack Collins Theatrical Productions; Floyd Curl, Dakota Amusement Co.

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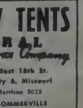
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THE FINAL CURTAIN

ALLEN—Marion,
53, wife of Bernard (Bucky) Allen, of the World of Mirth Shows, January 9 in Brookline, Mass. (Details in Carnival section.)

BITTLER—Oscar,
61, veteran operator of Eldridge Park, Elmira, N. Y., and one of the dwindling clan of Roller Coaster builders and designers, January 3 in Elmira. (Details in Outdoor section.)

BOUILLE—Henry A.,
62, connected for years with grandstand shows at Chemung County Fair, Elmira, N. Y. January 6 in Arnot-Odgen Hospital, Elmira. A charter member of the International Alliance of Theatrical Stage Employees, Local 289, formed in 1913, he was active thruout his lifetime in local stage, scenery and film projection circles. He was a member of the Eagles.

CANADY—William R.,
owner-manager of the Mississippi Fair & Dairy Show, Meridian, Miss., and a long-time outdoor showman, January 8 in Meridian following a heart attack. In addition to his fair operations, Canady operated rides and was a big property owner in the Meridian area. He was a member of the Showmen's League of America for the past 15 years.

CRANE—John S.,
49, head usher for circuses, at Sheboygan, Wis., December 24. He was with Seils-Sterling Circus as an usher from 1932-1936, in the Army from 1936-1945, on the Ringling-Barnum Circus as an usher in 1948 and on the Clyde Beatty Circus as chief usher from 1949 thru 1952. He was employed in Sheboygan after that. Surviving are a sister-in-law and neices and nephews. Pallbearers were Harry N. Brown, Ervin Lang, Lew Christianson, Peter H. Lindemann Sr., Otto Zabel and Harry Hammelman. Burial at Sheboygan.

FITZHUGH—Edgar H.,
83, a former manager of Texas State Fair Auditorium, Dallas, December 29 at the home of his son, John, in Garland, Tex. A native of Indianapolis, at one time he owned and operated the E. H. Fitzhugh Film Company and then became manager of the auditorium, a post he held until retirement in 1929. Survivors include another son, Edgar H., Houston, and two daughters, Mrs. R. M. Hall, Dallas, and Mrs. Roy Ready, Grand Prairie, Tex. Burial in Restland Memorial Park, Garland.

CLINES—John P.,
80, former circus and theatrical agent, recently at his home in Conway, Ark. Survived by a brother, Thomas, and two sisters, Mrs. Mary E. Batell and Dora Clines, all of Conway, Ark. Burial in Conway.

HOLTZMAN—Fred W.,
65, for 30 years a carnival concessionaire and for the past 12 years manager and part owner of Silver Court Trailer Park, Miami, December 27 of a heart attack in clubrooms of the Miami Showmen's Association. Survived by his widow, Frances. Burial December 31 in Tampa.

POTOMA—Joseph,
66, well known in outdoor show business as a scenic artist and for the past 10 years an employee of Joyland Park, Lexington, Ky., December 17 in the local Julius Mack Sanitorium after a long illness. In the past he had trouped with the Keystone, O. C. Buck, Mighty Sheesley and Joyland shows, among others. Survivors include his widow, Martha, and five stepdaughters, one of whom was in show business for several years with her husband, W. A. Shields, digger operator. Burial in Lexington Cemetery.

REMSCHEL—R. A.,
85, president and general manager of the Gonzales County Fair, recently in Gonzales.

RODDY—William McKnight,
84, former Ringling circus press agent and Broadway show press in Veterans' Hospital, Sawtelle, Calif. He was a World War I Army captain. Services December 22, with burial in the National Cemetery at the Presidio, San Francisco. Survived by his widow, Ellen, San Francisco; a son, William, San Rafael, Calif.; a sister, Mrs. Gertrude Price, Beaumont, Calif., and a brother, George, Larned, Kan.

STRASSBURGER—Leopold,
80, Dutch circus operator, December 11 at Hilversum, Holland. Survivors include his daughter, Regina, and Elly Strassburger, present manager of the circus.

TEZZANO—Frank,
50, formerly with circuses and carnivals, of gunshot wounds New Year's Eve (31) after a reported argument at his trailer home in Sarasota, Fla. His wife the former Susan Staley, was admitted to a hospital and treated for shock. Tezzaoo had been with Cole Bros and Christiani Bros. Circuses and he had operated girl shows with Prell's Broadway Shows and Penn Premier Shows.

VAN ORMAN—Harold,
73, Indiana hotel chain operator, political leader and friend of show people, at Evansville Monday (January 6) at Boehne Tuberculosis Hospital. He was lieutenant governor of Indiana at one time and was active in Indiana Republican circles. He was a former president of the National Hotel Men's Association. Survivors include his widow, the former Kitty Clark, circus performer, and four sons, Harold Jr., Jerome, William and Richard. Two former wives also survive, the second one being Harriett Hodgini, former circus performer.

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Of a Dear Husband and Father
ART SIGNOR
Who passed away January 15, 1957.
"We miss you very much."
Katharine Signor and Son, Bill

MARRIAGES

BAKER-BARRETT—
Jerry Baker, of World of Pleasure Shows, and Virginia Barrett, of Penn Premier Shows, December 20 in Fremont, O.

CLARK-HAWTHORNE—
David Clark, third generation circus performer and a former clown with Ringling-Barnum, Hagenbeck-Wallace, Sells-Floto, 101 Ranch and other shows, and Mildred Hawthorne, non-pro, at Las Vegas, Nev., December 19. Clark is employed by Fox Studios in Los Angeles.

KING-CONNERS—
Louis D. (Dada) King, concessionaire on the World of Mirth Shows, and Flora R. Conners, non-pro, in New York December 25.

KWIET-PENCZEK—
C. J. (Jack) Kwict, promotional manager for Polack Bros.' Circus, and Irene Penczek, non-pro, at Chicago, December 28.

BIRTHS

DOSS—
A daughter, Bonita Vastine, to Mr. and Mrs. Benny Doss, December 2 at Hillsboro, Tex. Parents are owners of the Doss Family Show.

HUBLER—
A son, George Jr., to George and Anne Hubler at Dayton, O., recently. Father has been with circuses as performer and concessionaire, and now operates concessions and catering businesses out of Dayton.

MOYER—
A son, Terrall Steven Moyer, to Mr. and Mrs. Donn Moyer, December 20 at Wenatchee, Wash. Father is former animal show owner and parents are with Sello Bros. Circus.

VALENTINE—
A girl, Florian Candice, at Houston December 30 to Pat Douglas Valentine and Roy (Romas) Valentine. Parents have the Flying Romas, return act and Royal Bros.' Circus Attractions.

Carnival Routes

Page Combined: (Fair) Dade City, Fla., 14-18.
Scott, Turner, Rides: (Boardwalk) Daytona Beach, Fla., 13-25.
Sugar State: Chacahoula, La., 13-14.

Circus Routes

Davenport, Orrin: Grand Rapids, Mich., 20-25; Saginaw 26-Feb. 1
Ringling Bros. and Barnum & Bailey: Shreveport, La., 17-19; Little Rock, Ark., 24-26; Nashville, Tenn., 28-30; Montgomery, Ala., Feb. 1-2; (Fair) Tampa, Fla., 5-7, Miami 13-16.

Ice Shows

Ice Capades, 17th Edition: Vancouver, B. C., 13-18; Edmonton, Alta., 20-25; Calgary 27-Feb. 1.
Ice Capades, 18th Edition: Providence, R. I., 13-22; New Haven, Conn., 23-29; Washington, D. C., 30-Feb. 12.
Shipstads & Johnson's Ice Follies: New York, 14-26, Syracuse, N. Y., 28-Feb. 2.

Miscellaneous

Auntie Mame (Constance Bennett): Boston 13-18.
Body Beautiful (Mindy Carson): Philadelphia 13-18.
Cat on a Hot Tin Roof (Victor Jory): Boston 13-18.
Cloud Seven (Ralph Meeker, Martha Scott): New Haven, Conn., 13-18.
Diary of Anne Frank: Columbus, O., 13-15; Louisville, Ky., 16-19.
Greene, Dr. Morton, Hypnotist: Falfurrias, Tex., 13; Kingsville 15; Aransas Pass 17.
Happiest Millionaire (Walter Pigeon): Minneapolis 13-18.
Interlock (Celeste Holm): Wilmington, Del., 13-18.
Long Day's Journey Into Night (Fay Bainter): Chicago 13-18.
Matchstick City: Miami, Fla., 13-Feb. 1.
Maybe Tuesday: Washington 13-18.
Middle of the Night (Edward G. Robinson): Washington 13-18.
Most Happy Fella: Cleveland, O., 13-18.
Much Ado About Nothing (Katherine Hepburn, Alfred Drake): Detroit, Mich., 13-18.
No Time for Sergeants (Second Unit): Pittsburgh, Pa., 13-18.
Oh, Captain (Tony Randall, Abbe Lane): Philadelphia, Pa., 13-18.
Philip Morris Country Music Show: Oklahoma City, Okla., 13; Sherman, Tex., 14; Ardmore, Okla., 15.
Royal Ballet (Sadler's Wells). Toronto, Ont., 13-15; Cleveland, O., 17-19; Montreal, Que. 21-24.
Separate Tables (Eric Portman, Gedaldine Page). Chicago, Ill., 13-18.
Sunrise at Camobello (Ralph Bellamy): Philadelphia, Pa., 13-18.
Tunnel of Love (Tommy Noonan) San Francisco, Calif., 13-18.
Waltz of the Toreadors (Melvin Douglas, Paulette Goddard): Detroit, Mich., 13-18
Winesburg, Ohio (Dorothy Maguire, James Whitmore). Boston, Mass., 13-18.

Fair Meetings

• Continued from page 81

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Halls, Mont., January 26-28. Clifford D. Coover, Shelby, Mont., secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 27-28. James A. Carey, Department of Agriculture and Markets, State Office Building Albany, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 27-28. H. C. McClellan, Arlington, secretary.

Western Canada Fairs Association, Bessborough Hotel, Saskatoon, Sask., January 27-28. George K. Ross, Prince Albert, Sask., secretary-treasurer.

South Dakota Fair & Exposition Association, Pierre, January 29. Kenneth E. Johnson, Colome, secretary-treasurer.

Pennsylvania State Association of County Fairs, Americus Hotel, Allentown, January 29-31. Charles W. Swoyer, 522 Court Street, Reading, secretary.

Oklahoma Associatioo of Fairs, Youngblood Hotel, Enid, February 2-4. Roy Davis, Enid, president.

Mississippi Association of Fairs & Livestock Shows, Robert E. Lee Hotel, Jackson, February 5. N. S. Hand, Jackson, secretary.

Texas Association of Fairs & Expositions, Baker Hotel, Dallas, February 6-8. Bob Murdoch, 102 East Locust Street, Tyler, secretary.

Louisiana Fair and Festival Association, Bentley Hotel, Alexandria, February 9-10. Adolph Netter, Donaldsonville, secretary.

Arkansas Fair Managers' Association, LaFayette Hotel, Little Rock, February 10-11. Clyde E. Byrd, Box 907, Little Rock, secretary.

Association of Connecticut Fairs, Berlin High School, Berlin, Conn., April 12. J. C. Bartlett, North Haven, Conn., secretary.

On the sick list in New York are Sam (Skeets) Stiliman, Tralalgar Hospital; Max Wilner, Lenox Hill Hospital; John (Duke) De Noia, St. Luke's Hospital, and Harry Horner, Veterans' Hospital.

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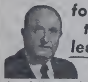
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accidental death of artist VERN ORTON, originator and owner of "THE SENSATIONAL ORTONS" double swaying pole act, it is respectfully requested that all bookings for this act be cancelled. The "SENSATIONAL ORTONS" act will not be carried on, but will serve as a memorial to the man who gave his life in developing and perfecting it.
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Minnesota State Racks Up 97G Net

Inadequate Parking Space Cited As Foremost Fairgrounds Problem

ST. PAUL—Net profit of the 1957 Minnesota State Fair was $97,383.09, President T. H. Arens reported at the annual meeting of the Minnesota State Agricultural Society bere Tuesday (7) in the St. Paul Hotel.

"The record attendance of 1,054,484 and the fair's unexpected large receipts were largely responsible for the profit," Arens said. "An anticipated loss of $137,150 had been set op in the 1957 budget.

Exhibits in nearly every department of the fair hit new bighs, Arens said. Livestock entries were so large that every available foot of space was occupied, and some cattle entries could not be accepted.

Inadequate parking space continues to be the No. 1 problem of the fair, said Secretary Douglas K. Baldwin in his report.

"Again, as in recent years, it was necessary to close the gates to automobile traffie on one day of the fair," Baldwin said. "Even tho we added as much extra parking space as could be mustered, it was insufficient. This is a problem calling for continued study by the fair board."

Three New Marks

Three new daily attendance records were established in 1957, Baldwin pointed out. These new record days were: Opening Saturday, 97,768; children's day, 103,138, and the second Saturday, 124,454. Attendance on Thursday was only 176 admissions sbort of the old record.

More than $225,000 was spent out of earnings and the cash reserve of the fair on permanent improvements prior to the 1957 fair, Baldwin reported. New construction included three rest-room buildings. The first 40 rows of seats in the grandstand were equipped with movable folding cbairs at a cost of $125,519.62; a new publicity building was established, and numerous other buildings were re-equipped and repaired.

R. C. Sorenson, treasurer of the fair, reported that cash on hand on November 30, end of the fiscal year, totaled $415,956.34, a reduction of $155,728.79 from the cash balance of the previous year.

Value of grounds and buildings, he said, are listed at $8,879,534.57. The electric plant is valued at $218,106.16 and the value of personal property is $137,304.04. Total resources of the fair on November 1, 1957, were valued at $9,689,584.48.

Jack Reynolds To Address Ohio Conclave

COLUMBUS, O.—Jack Reynolds, general manager of the Eastern States Exposition, Springfield, Mass., will be the key speaker at the Wednesday (15) banquet of the Ohio Fair Managers' Association, Goldie Scheible, executive secretary, announces. Reynolds is the immediate past president of the International Association of Fairs & Expositions.

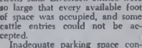
Myers Y. Cooper, former Ohio gnvernor, will serve as toastmaster. D. Robert Jones, manager of the Ohio State Fair, will also speak.

Over 100 fair executives have made reservations for the early-bird breakfast which will be held on the morning of the same day.

Schultz Leaves Weyburn, Sask.

WEYBURN, Sask. — Roy Schultz, secretary-manager of the Weyburn Agricultural Society for the past 10 years, has resigned because of pressure of business. His successor is A. W. Weir.

At the fair's annual meeting, Murray McFadden was re-elected to his second term as president. Immediate past president is Monty Adolphe. Vice-presidents are Edgar Pettit, Paul Erb and Preston Andrews. Fred C. Zabel was named an honorary vice-president and Roy Schultz an bonorary director.



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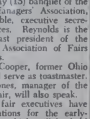

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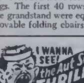

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Mineola Sets '58 Revival; Dates Mulled

$17 Mil Raceway Seen Permanent Home; Board Meet Set

WESTBURY, N. Y.—The Mineola Fair is being revived this year after a spotty history covering recent seasons. It was last held in 1956. A new, permanent site is to be used this season.

Manager Charles Bochert said directors of Roosevelt Raceway, the $17,000,000 grandstand harness race operation built last year, are overwhelmingly in favor of a fair being held again. They are to meet on Saturday (18) to fix the dates and other details.

The fair was suspended in 1955 after 113 continnous annual runs, due to construction of the State Thruway in Yonkers. Work threatened to block access to Yonkers Raceway, which had an option on holding its meet at Westbury under a reciprocal agreement. Exercizing of the option kilied the dates earmarked for the fair. In 1957 the maiden harness race season was held at the new plant and the fair was dispensed with.

Plenty Exhibit Space

Bochert said a study had shown the plant well snited to an exposition. Electrical work will provide outlets for all exhihit space. There are 24,000 square feet of rentable area on the main floor and 18,000 square feet in the mezzanine, reachable by escalator, ramp and elevator.

The fair was originated in 1842 as a produce display in Mineola. The racetrack group is headed by J. Alfred Valentine, who is also president of the fair association, which holds a charter for Queens, Nassau and Suffolk Counties.

West Virginia Assn. Elects Johnson

CHARLESTON, W. Va. — Frohman Johnson, manager of the Southern West Virginia Agricultural and Industrial Fair, Charleston, was elected president of the West Virginia Association of Fairs at the annual association meeting Friday and Saturday (3-4).

Fifteen fairs and numerous firms supplying fairs turned out for the affair, held at the Ruffner Hotel. The Friday evening banquet was highlighted by a beauty contest at which the entry of the Magnolia Fair, Matewan, was crowned Miss West Virginia Association of Fairs. She is Margaret Ann Tinsley of Bartley, who will be hostess at next August's West Virginia State Fair.

Named vice-president of the association was Ralph Vencignerra, manager of the fair in Matewan. Mabel Hetzer, of Hetzer's Theatrical Agency, Huntington, was renamed secretary-treasurer. Next year's meeting will be held in Clarksburg, tentative dates to be January 3-4.

Five Dates for C&B

Fairs announcing midway contracts were the West Virginia State Fair, Lewisburg, Cetlin & Wilson Shows; Southern West Virginia A. & I. Fair, Gooding Amusement Company, and the following five fairs which signed the C. & B. Shows, of Parkersburg, W. Va. — Nicholas County Fair, Paw Paw District Fair, Gassaway Fair, Tucker County Fair and Preston County Fair.

Fairs represented were the State Fair, Lewisburg; Southern West Virginia A. & I. Fair, Charlestnn;

(Continued on page 86)

DOUBLE UP

Tenn. State Plans to Add 4,500 Seats

NASHVILLE — Plans that would double the grandstand seating capacity of the Tennessee State Fair here were announced last week by Judge Beverly Briley, president.

Briley said that he plans to ask the board to consider a plan to add close to 4,500 bleacher seats at a cost nf $30,000 to $40,000

"There are about 4,500 seats

(Continued on page 86)

Albany Subs Panels for Speakers

ALBANY, N. Y.—New ideas and new staging are in the book for the winter meeting of fairs here. The New York State Association of Agricultural Fair Societies, meeting at the Sheraton-Ten Eyck Hotel, January 27-28, has taken a zip pill to pep up its program. Speakers have been abolished in favor of panels. Many fairs are prepared to toot their own horns with exhibits. Every fair has promised to contribute at least one idea to the meeting.

President George C. Sipprell, representing the big Erie County Fair at Hamburg, says that while lining up his program for the convention he heard that one of the more progressive fairs had resolved never to erect another so-called conventional structure on its grounds and that several bave embarked on sweeping beautification programs.

The main ballroom of the hotel has been reserved for the meeting and the climactic dinner, with a grandstand show presented indoors as the featured attraction.

Executive Secretary James A. Carey, who is handling details of the meeting, said the largest num-

(Continued on page 86)

QUIET CONCLAVE

Minn. Assn. Again Names Jessen Prez

ST. PAUL—The annual meeting of the Minnesota Federation of County Fairs was reported to be "the quietest in years" by Federation Secretary Hubert Ransom of St. James.

The three-day conclave at the St. Paul Hotel was an "in-between" affair as far as elections were concerned. All officers and directors of the coonty fair organization were re-elected Monday afternoon, January 6.

The roster includes president, Murray Jessen, of St. Charles; vice-president, Harold C. Pederson, Minneapnlis; treasurer, Clyde E. Kelsey, Wadena, and Secretary Ransom. Directors for the coming year are Jesse Olson, Windom; Joseph G. Germann, St. Paul; Logan O. Scow, Long Prairie; Tom Applegit, Calumet; Merle O. Almo, Caledonia; M. W. Zipoy, Hopkins; George Rerat, Minneapolis; Robert Wells, Clinton, and O. M. Mattson, Warren.

The directors handled only one minor grievance in swift order at their Sunday (5) dinner session.

The only fireworks took place Monday when the county fair officials discussed problems created by a State-wide inspection of fair and carnival electrical facilities last summer and fall. According to Ransom, State inspectors moved in on fairs all over the State, in many instances on the day they opened and demanded repairs and modernization of electrical equipment. Altho the inspectors backed down in most cases, the affair caused hard feelings.

Ransom said the State law requiring rigid annual inspection of electrical equipment bas been on the books since 1930, but hasn't been regularly enforced. President Jessen set up a committee of fair secretaries to work with a similar committee of carnival representatives and arrange a meeting with

(Continued on page 86)

Vinton, Ia., Lights Oval

VINTON, Ia.—Benton County Fair has voted to light its quarter-mile race track as a means of hypoing its still-date program of stock car racing. In 1957 financial figures on the speed events were off, officials reported.

Illinois State Total Gross Up $31,845

SPRINGFIELD, Ill.—Total receipts for the 1957 Illinois State Fair were $433,538, up $31,845 over the previous year, J. Ralph Peak, fair manager, announced last week.

Work on a plant improvement program is under way here, and since the 1957 fair over 200 trees have been planted. Work is progressing on the $500,000 modernization of the Coliseum.

Specifications have been drawn and contracts will be let for 10 new horse and cattle barns and rehabilitation of the swine pavilion. Four electric power substations will be added due to increased power consumption by exhibitors and concessionaires.

PACKS SCORES 60% HAVANA INCREASE

Weather Worsened But Politics Settled; Optional Week Skipped; Plan Rodeo

HAVANA, Cuba — The Tom Packs Circus completed its run at the Sports Palace bere Monday (6), with a 60 per cent increase over last year's business being reported.

Jack Leontini, Packs staff man who made both engagements, said this year's business was very good. Last year a temporary organization, King of American Circuses, played the date, and it came during a time of political unrest.

Leontini said that this time an option for an additional week was not taken up because the block ticket sales that usually would be made for that extra time already had been made in the previous days.

Weather was bad thru much of the run and on January 2, Havana firemeo evacuated women and children from the Sports Palace because heavy seas were pounding the seawall just outside. Good business was resumed the next day Leontini said.

The Packs organization is scheduled to return to Cuba in March to produce a rodeo at the new Sports City. This is a new arena with about 10,000 seats which is to b opened on February 19 with a boxing card.

Lancaster Adds Names to R-B Defendant List

SARASOTA, Fla.—An amended complaint in the legal action against management of the Ringling-Barnum circus was filed in court here Friday (10).

It had the immediate affect of postponing the court hearing that was to have been nn Monday (13).

It also revealed that the Forty-Niners, group that holds a total 49 per cent of the Ringling stock, are divided, some of them siding with and some against John Ringling North.

The amended complaint was filed by the Stuart Lancaster group. He and his mother, Mrs. Hester Ringling Sanford, now are joined in the case by his brother, Charles R. Lancaster. The three now are acting not only as officers and directors but also as beneficiaries in the Edith Ringling trust.

List Jimmy, Brother

The three have added more names to the list of people they are acting against io the suit. The revised complaint is against these people:

John Ringling North, Henry Ringling North and Arthur M. Concello, plus Dan Gordon Judge, James Ringling and Charles Ringling.

Dan Gordon Judge is trustee of the Edith Ringling Estate and was also named in an earlier but separate suit filed by the Lancaster group. The earlier suit asked his removal as trustee.

James Ringling and Charles Ringling are sons of the late Robert Ringling and they have been counted among the Forty-Niners.

Lancaster indicated that he had gotten only token support from James and Charles Ringling in his action against the North group. He said, however, that naming these brothers in the amended suit was a technicality and that as stockholders they stood to benefit by the court action he seeks.

In general, the suit charges the circus has been mismanaged and it asks for an accounting for circus fioances over the past several years

Adams Turns To Ball Parks; Bob Couls Joins

APPLETON, Wis. — Adams Bros.' Circus, which recently closed its initial tour, will reopen April 14 on the Texas Culf coast and work northward with the weather, Owner Bill Griffith said.

Bob Couls, manager of Hagen Bros. the past several seasnns, has joined the Adams Bros.' staff. Couls will open as contracting agent and will have concessions hack on the show. Mrs. Couls and their daughter will work on the concessions, while Couls dnubles

Other contracting agents for the Adams show are Jack Rosenheim and Vince Forster, who came on last week.

The show operated indoors this winter. It will be a ball park and fairgrounds unit starting in April. Three trucks are being delivered this mooth. Show will carry two poles, one ring and a canvas backdrop. Jenda Smaha is to break an elephant for the show.

Seveo phone crews are working, but the show also will use mailing pieces billing and newspaper ads. Most of the performers from the winter show have been hired for the summer show, Criffith said.

Tim McCoy Plans to Join Carson Barnes

HUCO, Okla.—Col. Tim McCoy, last year witb the Al G. Kelly & Miller Bros.' Circus, has been contracted as feature attraction with the Carson & Barnes Circus for the 1958 tour.

Jack Moore is co-owner and manager of the Carson & Barnes Circus. It had an unusually successful season last year, making Western States.

The show may repeat some territory in 1958 and it is planned to carry either three or four elephants.

Strong Plans Made For Kelly-Miller

No Cutback; Seat Wagons Go Again; Additional Animal Acts Contemplated

HUGO, Okla.—Plans for trimming the Al G. Kelly-Miller Bros.' Circus next year have been reversed, and present thinking here calls for enlargement. The show will again carry retractable seat wagons. The management has been talking with representatives nf a TV name, and the attraction may be used after the initial weeks.

The show's giraffe may be placed on display in the connection rather than in a pit sbow as in the past, and it is planned to show more animals than in the past. New animals include a rhino and several young elephants.

There is a plao for adding new pony, horse, bear, chimp and llama acts, and trainer Harry Rooks is breaking some of the stock now.

New plans are in the making for shnw-day attractions and free acts.

Considerable change in the performance is anticipated. Tummy Bentley, who has been performer and equestrian director, will be with the Gil Gray show this year. Other changes will include the position of auditor, since Sid Stevenson has left to go with the Howard Suesz Shows.

Mae Hong Works Press For Ringling

NEW YORK—Press agent Mae Hong has been hired by Ringling-Barnum to handle press at the show's remaining "1957" stands.

She will work Shreveport, Little Rock, Nashville, Montgomery, Tampa and Miami.

Meanwhile, the Association of Theatrical Press Agents and Managers was meeting with Ringling officials in New York regarding a union contract for 1958. The previous contract expired on December 31; the next one is to start when the show opens its 1958 edition.

Circus Bibliography To Be Published Soon

LONDON — First of a three-volume book entitled "Circus and Allied Arts" is in the fioal stages of preparation and will be published this spring, it has been announced bere by R. Tnule Scott, the authnr.

Scott said he has wnrked about 25 years on the bibliography, which is a study of all published material ahout circuses.

2 PHONEMEN 2
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Disneyland Draws 4,200,000; Parent Firm Buys More Stock

ANAHEIM, Calif. — Gross income from Disneylaod, Inc., operators of the park here, amounted to $6,001,611 and helped boost the consolidated net profit of Walt Disney Productions for the fiscal year ending September 28 to a record high, WDP President Roy O. Disney said last week in his annual report.

Paid admissions to Disneyland for the year to September 28 were 4,200,612, an increase of 468,670 over the preceding year, and by now the park will have entertained its 10,000,000th visitor, Disney said. Guest spending for parking, admission, rides, amusements and souvenirs averaged $2.61 per visitor for the 1957 fiscal year compared with $2.28 for the previous year.

Net income for WDP was $3,-649,359, equal to a $2.44 a share on 1,494,041 common shares outstanding. The previous year's net income was $2,623,541, equaled $2.01 a share on 1,305,680 shares. Shares increase was shown by the sale of 185,526 shares of common stock and the exercising of subscription warrants for 1,835 shares.

Owns 65 Per Cent of Stock

Disneyland accounted for approximately 35 cents a share in the year's earnings for three months of July, August and September. This amounts to 14 per cent or a total of approximately $511,000 of the combined net profit. The report added that if the entire year had been consolidated the total earnings to WDP from the park would have approximated 45 cents a share.

Prior to last year, WDP had not consolidated the accounts of Disneyland with its own. Last June 29, the company exercised all its options to purchase an additional 31 0 per cent of Disneyland, Inc., common stock.

Gross income for the year for WDP amounted to $37,778,241 as compared with last year's $27,-565,394. Other WDP gross incomes included film rentals, television, both up from last year, and publications, character merchandising, music and records combined, down slightly from last year's record high.

Walt Disney Productions now owns 65.5 per cent of the Disneyland stock. American Broadcasting-Paramount Theaters, Inc, owns 31.4 per cent.

Minnesota Assn.

• Continued from page 84

the State electrical inspector this spring.

Suggestions for improving facilities to exhibit livestock were presented to the county fair officials by Carroll Plager, of the George A. Hormel & Company, livestock extension department, Austin. Thomas H. Swain, executive director of the Minnesota Statehood Centennial Commission, also spoke to the assembly and thanked the fair men for their participation in the celebration of Minnesota's 100th birthday this year. Many of the fairs are planning special functions during 1958 to commemorate the Statehood centennial.

The final business session was conducted Tuesday morning, with nothing of moment developing. That night the county fair representatives relaxed at the annual banquet and fun fest which they sponsor jointly with the Minnesota State Agricultural Society (State Fair).

Tennessee State

• Continued from page 84

oow. I think we can add that many more by putting in about 11 more rows of track seats and by adding 100 to 150 feet to each end of the present grandstand." he said.

The proposed seats probably would be wood and there would be no roof over them, he added.

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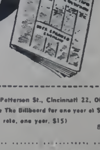

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New London Audit Shows Record Year

NEW LONDON, Conn.—Ocean Beach Park, city-owned-and operated shoreline facility, had its biggest year in 1957. Park Superintendent Augustus B. Menghi disclosed that net revenue for the fiscal year was $257,280.92, an increase of $20,381.53 over 1956.

Revenue derived directly from beach operations totaled $154,-986.62. Concession income amounted to $102,294.30 Total paid attendance for official season, May 6 thru Sept. 8, neared the 700,000 mark

John Bowman In Chicago

CHICAGO—John Bowman, new executive secretary of the National Association of Amusement Parks, Pools & Beaches, has taken over his duties at the NAAPPB general offices here.

He reported Monday (4), after having sold his home in Erie, Pa. He expects to purchase a home in the Chicago area and move his family here about February 1.

Carroll Staffers Going to Europe

SPRINGFIELD, Mass.—Several staffers from the Riverview Amusement Park, Agawam, will go to Europe for the opening of the Lourdes Centennial. They will visit Lourdes, France; Nice, Rome and Paris. Included will be Harry Storin, publicity director, and Mrs. Storin; Mary Bowler, payroll supervisor, and Barbara Hogan, secretary to park operator Ed Carroll. The group will be in a party that leaves February 8.

Park Stock Up

DENVER—The $1 par value common stock in Magic Mountain, the Western amusement park under construction here, climbed to $1.50 this week. Walter F. Cobb, president of the proposed park, said. He added that stock sale has moved ahead surprisingly fast and 1,250,000 shares have been sold or subscribed. Claude Hathaway is president of the Hathaway Investment Corporation, underwriters of the stock issue. The amusement park is slated to open May 8.

DALLAS—Paid admissions at swimming pools operated by the Dallas park and recreation department last year totaled 731,227. Free swimming hours boosted the attendance to more than 794,000.

NAAPPB MULLS KID SPOT NEEDS

CHICAGO — Kiddielands and how to more adequately meet the needs of kiddieland owners who belong to the NAAPPB are topics high on the list of NAAPPB projects for 1958, President William B. Schmidt declared here last week.

He said the park association is aware that its services to kiddieland members have been criticized, but he said he's sure a solution can be reached and that early attention of NAAPPB executives will be aimed in that direction.

ROLLER RUMBLINGS

New England TV Test As Skatery Biz Hypo

MEDFORD, Mass.—Business has picked up considerably for Raoul Bernier, operator of Bal-A-Roue Roller Rink here since he started a test using television to promote rink attendance.

So successful has the experiment been that it is now ready to be used as a test pattern on a nation-wide basis. Recently Victor J. Brown, of the Roller Skating Rink Operators' Association of America, came to Boston to negotiate for a New-England-wide promotion on television.

The test was run on WNAC-TV, Boston, and will now be extended to 10 stations. It will be used at station breaks and as one-minute commercials. The slogan will be "Anyone Who Can Walk Can Skate." Roller skating will be promoted as a clean, healthful sport conducted in a good atmosphere. If the New England test is successful it will be applied on a nation-wide basis, it was said.

Sefferino Speaks on Problem of Controversy . . .

CINCINNATI—"In view of the fact that a recent article in The Billboard by Robert L. Baker, Lansing, Mich., president of the United Rink Operators, refers directly to an item I wrote for this publication, I hope I may have the space to clarify my intentions and convictions," writes C. V. (Cap) Sefferino, manager of Price Hill Roller Rink here.

"Thruout the years I have been invited many times by skating editors of The Billboard to do articles for the paper, and I have never intentionally tried to use The Billboard, as Mr. Baker indicates, to foment controversy. My opinions have been my own. I have never tried to tell any rink operator how to run or promote his business, as I would not want anyone to tell me how to operate my rink. It has been my intention to share whatever knowledge I may have of the business with anyone in the industry who may think it valuable to him.

"Furthermore, it does not interest me as to who belongs to what organization, with the exception of Earl Van Horn, a founder of the RSROA who never should have divorced himself from the organization. In the matter of rink operator organizations, I believe in them as protective and beneficial elements in the industry. As to my personal choice of organizations, I simply believe that roller skating belong to the man who owns a rink and not to the Amateur Athletic Union or any other body foreign to roller skating.

"I cannot help but admire Mr. Baker's loyalty to his organization. Since he is its president, I would expect nothing less from him. However, I do believe his claim that The Billboard's columns are being used to foment controversy is erroneous. It must be remembered that The Billboard Rinks column is written expressly for the operator. It has always been the medium thru which the operator could air his views, discuss his problems and exchange ideas, and for more than 50 years it has been the acknowledged mouthpiece of the entire industry.

"Let's all realize that in the rink business, as in other trades, there will always be differences of opinion which may lead to controversy. Every person is entitled to an expression of opinion, but in our case operators have gone to extremes. Thus it seems to me that we have not made the best possible use of The Billboard's columns. Would it not be better that we pay less attention to inevitable controversy and use these columns as the medium of exchanging ideas for the improvement of business?"

Entries Open for Fourth Marathon at Wal-Cliffe . . .

NEW YORK—The fourth annual New York Marathon, 26 miles and 385 yards, will be held at Wal-Cliffe Rollerdrome, Belmont Boulevard in Elmont, Saturday night, February 22, manager Jim Ferris reports. The event will last 419⅝ laps over Wal-Cliffe's 16-lap track, starting at 11 p.m., immediately following the public skate session.

The event is sanctioned by the RSROA and is open to all registered skaters aged 18 and older. Last year it drew entries from six States—Massachusetts, New Jersey, Indiana, New York, Maryland and Florida. Entry is limited to the first 20 skaters to file before February 15, with blanks being available at the rink. First five finishers get trophies and all others get medals.

West Virginia

• Continued from page 84

Mannington District Fair, Mannington; Fayette County Fair, Fayetteville; Mineral County Fair, Fort Ashby; Braxton County Fair, Sutton; Taylor County Fair, Grafton; Green Sulphur District Fair, Sandstone; Magnolia Fair, Matewan; Nicholas County Fair, Summersville; Ritchie County Fair, Pennsboro; Pocahontas County Fair, Marlinton; Paw Paw District Fair, Rivesville; Gassaway Community Fair, Gassaway, and Preston County Fair, Terra Alta.

Also attending were GAC-Hamid, New York; Hetzer's Theatrical Agency, Huntington; Ohio Fireworks Company, Bellaire, O.; R. B. Powers Company, Ashley, O.; Regalia Manufacturing Company, Rock Island, Ill.; Thunderbird Hell Drivers, Tampa, Fla.; Barstow Amusement Company, Beaver Falls, Pa.; Henry A. Theodor Company, Pittsburgh, and Frankie's Rides, Washington, Pa.

Albany Subs

• Continued from page 84

ber of booking, concession, printing and other fair-allied businesses are headling for the Albany meeting, the association's 70th.

Panel topics include new ideas for manning the gates, new uses for the time-honored premium book, pass situation, year-round use of fairgrounds, a study of whether premium awards are up to date and the fair's role in its community life. Approximately 400 fairmen and women and guests are expected to attend.

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600 Jam Eden Roc For Miami Banquet

MIAMI — The Miami Showmen's Association made its annual showing at the Eden Roc Hotel a memorable one on Monday (6) with more than 600 members and friends getting together for the biggest banquet the club has known. At the conclusion of the affair in the Pompeii Room, the MSA was moved back in 1959 without the formality of the usual deposit.

By coincidence, a member of the Ladies' Auxiliary was playing the hotel and added to the entertainment for the night. Roberta Sherwood was well received by the crowd, many of whom remembered her from her outdoor trouping days. Comic Alan King also performed, as did a dance act, and the Mal Malkin orchestra played for dancing.

Outgoing President Ross Manning extended congratulations to the various members who helped make the night a memorable one, and recalled in his speech that a $[illegible],000 balance was being left for the incoming administration headed by the new president Bennie Weiss. The Year Book, of which Buster Westbrook was chairman, brought in $[illegible]2,000 and offered more reading material than in recent years. Banquet chairman and committee were Max Sharpe, Nate Farher, Lou Lange and Sydney Daniels.

Colorful Gowns

In the general air of frivolity and glitter, the latter being provided by the colorful gowns shown off by women present, there was an unmistakable solemn note occasioned by the sudden passing and burial of Past President William C. Moore, for whom expressions of bereavement were offered.

Showmen, wives and friends came from many parts of the country to attend the affair, and were represented on the dais and on the banquet floor. All MSA officers were present except Mel G. Dodson, treasurer, who was ill, and Ep Glosser, secretary. On the dais were incoming Treasurer Alton Pierson and Secretary A. R. (Dutch) Whiteside.

Chaplain William C. Bryant offered the invocation and Sammy Walsh was toastmaster.

Also on the dais were President Manning, incoming President Weiss; John Vivona, new first vice-president; Harry (Buster) Westbrook, new second vice-president; Paul Prell, assistant secretary; Wil-

(Continued on page 89)

Arizona Club Nominates Two Tickets

PHOENIX, Ariz.—Two slates of candidates have been named for the election of officers of the Arizona Showmen's Association to be held February 3 in the clubrooms here.

Heading the regular ticket are Ralph Horstman, president; Sam Steffins, first vice-president; William Farrar, second vice-president; Betty Pesicka, third vice-president; Don Hanna, treasurer, and Earl Salter, secretary.

The opposition ticket is headed by Earl Salter, candidate for president; Sam Steffins, first vice-president; W. J. Siebrand, second vice-president; Robert Banard, third vice-president; Don Hanna, treasurer, and M. R. Freeman, secretary.

There was a good turnout at the Monday (6) meeting. The membership approved the printing of new by-law books and President Harry Lucas announced a special board of governors meeting would be held prior to the January 20 meeting.

Reported on the sick list were Harry L. Gordon, who is in a Mesa, Ariz., rest home; John Stone, who is confined to Apache Junction home and Rose Merrow. New members are Gertrude Siebrand, Fi[illegible] Edwards and Peter Strom.

Midway, Agency Reps Attend St. Paul Meet

ST. PAUL—Following is the list of organizations repped at the 99th annual meeting of the Minnesota State Agricultural Society and annual convention of the Minnesota Federation of County Fairs here last week.

Albright's Attractions, Arrowhead Fireworks Co., Arrowhead Steel Corp.; Auto Racing, Inc.; Badger State Shows, Barnes-Carruthers Theatrical Enterprises, Blue Grass Shows, Byers Bros. Shows, Boyle Woolfolk Agency, Carroll's Greater Shows, Condon's Concession and Supply, W. T. Collins Shows, Dodson's United Shows, Royal American Shows, Don Franklin Shows, Flying "B" Rodeo Shows; GAC-Hamid, Inc.;

(Continued on page 89)

Twin Cities Club Banquet Pulls 200

Governor Freeman, Carl Sedlmayr Receive Gold Membership Cards

ST. PAUL—The first annual Midwest Showmen's Association banquet and ball, a feature of the joint convention of the Minnesota State and county fair organizations, was pronounced a giant success by its sponsors here Monday night (6).

More than 200 attended the dinner in the Continental Ballroom of the St. Paul Hotel. An entertainment program and dancing session followed.

Banquet Chairman Preston Lambert made arrangements for the entertainment, which was headed by comedian Candy Candido, who flew in from Hollywood for the occasion. Other performers included St. Paul's Schmitz Sisters, a singing trio; Wally Blake and Trudi O'Shea, comedy monologists, acrobatic baton twirler Dawn O'Day, and Jules Herman's orchestra, featuring Lois Herman at the console.

Minnesota's Gov. Orville Freeman was presented with a lifetime membership in the Midwest Showmen's Association by the group's president, carnival owner William T. Collins. C. J. Sedlmayr Sr. also received a gold life membership for his efforts in helping to finance and organize the embryo amusement business organization.

D. K. Baldwin, secretary of the Minnesota State Fair, was toastmaster. Invocation was by Rt. Rev. Msgr. L. J. Arrell of Fargo, N. D. Honored guests included Jack Duffield, president of the Showmen's League of America; Murray Jessen, president of the Minnesota Federation of County Fairs; Lee Moss, representing the Hot Springs (Ark.) Showmen's Association; Robert Andrews, vice-president of the Minnesota State Agricultural Association, and Dave Endy, president emeritus of the Miami club.

Ben Weiss Takes Office in Miami

MIAMI—A large turnout at the Miami Showmen's Association clubhouse witnessed the installation of Ben Weiss as president last week. Weiss, Eastern bingo operator, was sworn in with his entire slate of officers and 50-man board of governors.

Installing officer was Phil Cook, concessionaire and former club secretary.

Taking office with Weiss were John Vivona, first vice-president; Harry (Buster) Westbrook, second vice-president, Mel G. Dodson, third vice-president; Dutch Whiteside, secretary, Paul Prell, assistant secretary; Alton Pierson, treasurer, and William J. Tucker, assistant treasurer.

Governors are Shep Blumberg, William C. Bryant, Tommy Carson, Is Cetlin, Dick Coleman, Rip Weinkle, Danny Dell, Joe (Ross) Crosso, David Fineman, Patty Finnerty, Jimmy Stabile, Pud Hartman, Sydney Goodwalt, Bill Jones, Jack Wilson, Willie Lish, Frank C. Miller, Max Goodman, Claude Sechrest, Irving Sherman, Whitey Tara, Eddie Edwards, L. I. Thomas, Harry Schreiber, Eddie Horowitz.

Also Harry Weiss, Sydney Daniels, Charles Wright, Ben Glasberg, Abe Prell, John Campi, Harry Mudele, Pete Norman, Joe Prell, Stretch Rice, Lloyd Serfass, Maxie Sharpe, Dom Vivona, Jack Essner, Whitey Byns, Murray Levitt, Mike Roman, George Gordon, Al Howard, Jack Weiss, Specks Groscurth, Johnny Tinsley, Guy Markley, Nate Farher and Max Herman.

Show Owners Report Kansas Fair Bookings

TOPEKA—Altho many carnival owners of the Kansas Fairs Association were dodging fairs due to the big overlap of dates in August, a number of shows did business here last week.

The following carnivals in attendance announced that they had contracted fairs as follows: Holiday Amusement Company: Williamsburg, Waverly, Girard, Burden, Osage City, Gardner, also the July 4 celebration at Peabody and the Labor Day celebration at Chapman; Central States Shows: Abilene and Ellsworth; Evans United Shows: Glasco, Dighton, LaCrosse, Ness City, Iola and Winfield; Maddox Bros. Shows: Newton, Halstead, Cheney, the July 4 celebration at Linden; American Midway Shows: Hill City, Hardtner, Stafford, Beloit, Clay Center, Onega and Blue Rapids; Rames Amusements: Oswego, Emporia, Ottawa and Yates Center; Heart of Ameri-

(Continued on page 89)

Burn House Mortgage At Troupers' Banquet

LOS ANGELES — The mortgage on the Regular Associated Troupers club house here was burned as a highlight of the 17th annual banquet and ball held Tuesday (7) at Larry Potter's Supper Club in North Hollywood.

More than 200 attended the affair during which more than $1,000 was raised to obtain the balance needed to retire the nearly $30,000 indebtedness. Fred Smith, the club's financial adviser, officiated at the burning with several of the past presidents, including Lillian Schue, Steve Vaughn, Myrtle Hutt Murris and Alex Freedman.

Dick Haynes of the radio show "Haynes at the Range" over KLAC and a television star emseed the affair in the absence of Harry Gollub, the club's veteran toastmaster. He was assisted by Bill Davis, chairman of the banquet committee, who had Olivia Waldron and Helen Vaughn as co-chairmen.

Congratulatory telegrams were read from the Arizona Showmen's Association, Flossie and Fitz Fitzgerald, Elsie Miller of the Showmen's League of America Auxiliary, Eddie Hellwig of Show Folks of America, and Babe and Mike Herman.

Haynes introduced and called to

(Continued on page 89)

PCSA Auxiliary Sets Committees, Board of Directors

LOS ANGELES — Helen Vaughn, new president of the Ladies' Auxiliary of the Pacific Coast Showmen's Association, last week named directors and committees for 1958.

Board of directors: Berta Harris, Mary Racigalupi, Emily Bailey, Raie Banard, Emma Blash, Mabel Brown, Norma Burke, Peggy Butler, Esther Carley, Jetta Clancy, Charlotte Cohen, Mimi Couch, Eleanor Crafts, Dot Cronin, Edna Kantlie Dauer, Ruth Korte Davis, Donna Da[illegible], Eva De Marrs, Madison Hopes, Katherine Doolan, Bobbie Douglas, Regina Fink, Flossie Fitzgerald, Babe Gardner, Donna Glenn, Grace Goss, Barbara Hellwig, Myrtle Hutt, Vivienne Jacobi, Virginia Kline, Lola Krekos, Evelyn Lantz, Clara Little, Elna Matthews, Nancy Meyers, Mae Mortensen, [illegible]rn Redmond, Maree Rhod[illegible], Th[illegible]a Rickard, Rose Rosard, [illegible] Sheldon, Julia Smith, May S[illegible]oba[illegible], Alberta Vaughn,

(Continued on page 89)

Ten Fairs Charted By Marks-Manning

NEW YORK — Ten Southern fairs are locked up for the Marks-Manning combination, which will tour this fall as the Marks & Manning Combined Shows. The arrangement marks the emergence from retirement of John Marks, who [illegible] add at least six major rides and [illegible]er equipment to that which will [illegible] the [illegible]-date season under the [illegible] of Ross Manning.

[illegible] fairs are still pending and [illegible] be taken care of at South[illegible] [illegible] the month.

As it [illegible] stands the Marks-[illegible] of the following [illegible] Va. [illegible] N. C.; [illegible] [illegible] and R[illegible], Va. [illegible]e and M[illegible] N. C.; Orangeburg, S. C., and Athens, Ga.

Opening will be in mid-April in North Carolina, Manning said, and Marks will be on the show when it heads into fairs. For still dates Manning will reportedly carry 13 major rides, 5 kiddie rides, 9 shows, 7 light towers and military searchlights.

A new Merry Mixer has been bought, Manning said, and a Helicopter may be ordered shortly. Tommy Carson will return as business manager, he added.

The 195[illegible] season had high potential but suffered during the rainy September which struck the Southern States. Three weeks [illegible] hard for the Manning [illegible] by a comb[illegible] of r[illegible] and [illegible]

GALA HANDOUT OF AWARDS AT MSA FEST

MIAMI — It was award night as well as banquet night for the Miami Showmen's Association Monday (6) in the Eden Roc Hotel. There was a Le Coultre watch and band for attorney Wallace Maer, 90 awards for committeemen, and eight gold life membership cards handed out. Outgoing President Ross Manning got one, as did Al Tetlow for his MSA Veterans Hospital work. Gold cards for obtaining 50 new members apiece went to Harry Schreiber, Louis Bell, Mark R[illegible]y, George Gordon, S[illegible]r (Sonny) Levin and Murray Leavitt.

Carroll Adds Rides, Shows

MINNEAPOLIS — Carroll's Greater Shows will go out this year with an expanded attraction line-up and some new personnel, Charles Carroll, owner-manager, announced.

He and Mrs. Carroll recently arrived at their home here after picking up a Miler Roller Coaster that was purchased at the Chicago meetings. Also new to the show will be a Rolloplane.

Eddie Coy, formerly with Dodson United Shows, will bring two back-end units to the show and serve as lot man. Ross Sickleson, with Carroll for a number of years, plans to open a park in Ind[illegible]nia, Iowa.

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228 W. 42nd St., New York, N. Y.
Open all year round
Want Freaks and Novelty Acts. State salary and particulars in first letter.

Harris and Slate Installed by NSA

NEW YORK — An election installation ceremony marred by the Eastern snowstorm went off as scheduled on Wednesday (8) for the National Showmen's Association, with J. Jeff Harris taking office as president.

Harris, Massachusetts midway operator, succeeds Morris Batalsky, who reported the snowfall prevented automotive travel in his part of Connecticut and thereby kept him from attending.

George A. Hamid Sr., president emeritus, conducted the ceremony. Present besides Harris were Alfred G. McKee, first vice-president; Max Tubis, third vice-president, and Sol Levine, new club counsel. Installed in absentia were Joe Prell, second vice-president; Morris Vivona, secretary; Harry Rosen, treasurer, and Harry Eddels, assistant treasurer.

Hamid extolled the outgoing officers and emphasized their part in making the occupancy of the new clubhouse at 123 West 56th Street a success. He also noted the responsibility of the new administration in view of the financial obligation the club has undertaken in acquiring a permanent home in midtown Manhattan.

Wires Read

Wires of congratulation were received from Dolly Young, Tampa; Benjamin Levine, Miami; Jack and Bess Gallagher, Washington; Ben Glass, Miami Beach, and Jack and Irving Rosenthal, Palisades (N. J.) Park.

Harris' first official act was to reappoint Ike Weinberg as sergeant at arms.

The board of governors this year consists of Harry Agne, Vince Anderson, George Bovino, Dave Brown, Morris Brown, John Christopher, Issy Cetlin, Norman Y. Chambliss Sr., Patty Conklin, Charles Davenport, Lou Dufour, Maurice Elk, Walter Fried, Dick Geist, Max Gruberg, Eli Guralsky, Ben Herman, Al Howard, Aaron Hymes, Ben Hoff, Bill Jones, Harry Kaplan, Henry Kaufman, Irwin Kirby, Johnny Kline.

Also, Sonny Levin, Victor Link, Roger Littleford, Jim McHugh, Hy Malek, Sam Peterson, Angelo Pepe, Sam Prell, Shrimpy Rappaport, Abe Rapps, Irving Rosenthal, Sam Rothstein, Charles Sechrest, Bud Sollenberger, Ia Trebish, Ben Weiss, Sam Weisser, Sam Wertheimer, Leo Williams and Mike Wynn. A replacement is to be named for the late Bill Moore, who had been nominated for the board prior to his death.

Frank J. Kuba, formerly of Myers' Concessions, Dupont, O., is a patient in Veterans' Hospital, Fort Wayne, Ind., and would like to receive mail from friends.

N. E. Club Expanding

BOSTON — The new showmen's organization here is growing steadily during its initial season. It currently has 120 paid members, nearly double the number reported in mid-November.

Membership fees originally reported at $10 for initiation and $10 per year were in error, The Billboard is informed. There is only a single $10 fee per member.

A Ladies' Auxiliary is being formed under leadership of Estelle Natanson, wife of the late Louis Natanson. Jack Ableman is president of the parent club, which meets at 276 Tremont Street, opposite the Bradford Hotel.

Marion Allen Passes at 53 In Brookline

BROOKLINE, Mass.—Marion Allen, wife of Bernard (Bucky) Allen, of the World of Mirth Shows, died late Thursday morning (9). Ill and hospitalized for a long time, she was 53 years old.

Surviving besides her husband, are four daughters, Jean, 28; Barbara, 25; Marion, 15, and Ruth, 14.

Allen has been managing the front end of the World of Mirth Shows for years and is past president of the National Showmen's Association and current president of the Greater Tampa Showmen's Association. When death came he was on a business visit in the Dominican Republic.

The funeral was held Saturday. Arrangements were handled by George Lacey's Funeral Parlor and services were at St. Aiden's Church.

STILL THE BEST
1 BALL MILK BOTTLE GAME—
3-pound bottles and 6-pound bottles
3-BALL MECHANICAL BUCKET—
Throw eat slum and get your share of the money
3 VARIOUS STYLES OF SIX CATS
PENNY PITCH BOARDS
PITCH-TILL-YOU WIN GAME—
Complete with rings or only blocks. No less than 56 blocks sold to anyone.
Slot Rolldown Tables Over 30 Under 11.
Jewelry Spindles With the Bumper.
Spot the Spot Boards on Masonite, 12" by 12".
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NOW IT'S NEW
GOUCHO Slack Rack Babies
Pull-up type, and 36 of these fit nice on a 12-ft. Concession, three shelves. No more boys needed to pick up the cats.
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NOW BOOKING FOR 1958
Rides, Shows and Concessions in
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No. 5 Eli Wheel — 8-Tub Octopus
Loop the Loop — Monkey Speedway
Priced right for cash sale. All operated this past season, being replaced with other equipment. Can be examined here any time
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Ferris Wheel, Merry-Go-Round and Kiddie Rides. Concessions of all kind including Bingo.
CHEYENNE RIVER FAIR, August 22, 23 and 24, 1958
Contact Frank Ducheneaux, Chairman, Cheyenne River Sioux Tribe, Cheyenne Agency, South Dakota.

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1958 SEASON OPENS APRIL 19
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WANT: Educational or novel Exhibits: anything new or different welcome. Limited space left. Herb Shriner, Candy Candido, Tex Ritter already booked for personal appearances, others pending. Advertising campaign will be unsurpassed. Want Concessions such as Photo Gallery, Guess Your Weight or Age, Novelties, Popcorn, Floss, Hats, Candy; Pizza, if electric ovens; Jewelry or anything not conflicting. No Games. 50,000 people last year. All above Concessions will be exclusive. Contact Office Greater Hartford Fair, 183 Asylum St., Hartford, Conn. Jackson 7-2561.

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Perfect condition. Save money. 1956 Roller Coaster, Allen Herschell narrow model. Drive unit mounted on 32-ft D. F. Semi. Ride loads on same. Perfect condition. 1957 75 Kw. Caterpillar, 318 Diesel generator runs 32 hours.
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WANT FOR CASH
Octopus or Coaster with or without semi. No junk.
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Ride Manager Wanted
One who can supervise setting up of Rides and handle books and committee. You must know your Rides and be able to handle your men with authority. Opportunity for right man to get ahead.
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COMING EVENTS

Arizona

Chandler—Chandler Rodeo, Feb. 12-13.
Phoenix—Phoenix Rodeo, March 23.
Phoenix—Phoenix Rodeo, March 16-18.
Phoenix—Parada Del Sol, Jan. 31-Feb. 2. Scottsdale Jr. Chamber of Commerce.
Phoenix—All-Western Stampede, Feb. 8-10. Western Saddle Club.
Phoenix—Phoenix Automobile Show (Coliseum), Jan. 21-26.
Phoenix—Arizona Sports, Vacation & Boat Show (State Fairgrounds), Feb. 16-23.
Phoenix — World Championship Rodeo (Fairgrounds), March 16-18. Jaycees.
Tucson—Tucson Rodeo, Feb. 20-23.
Tucson—Tucson Rodeo, March 28-30.
Yuma—Silver Spur Rodeo, Feb. 8-9.

California

Los Angeles—Great Western Boat Show (Great Western Exhibit Bldg.), Jan. 10-16. H. Warner Buck.
Los Angeles—Do-It-Yourself Show (Pan Pacific Aud.), March 20-30. Ted Bentley.
San Francisco—San Francisco Natl. Sports & Boat Show (Cow Palace), Feb. 28-March 8.
Stockton—Do-It-Yourself and Hi-Fi Stereo Show (Civic Aud.), March 7-9. George Westcott.

Colorado

Denver—Denver Automobile Show (Coliseum), Feb. 10-16.

Connecticut

Hartford—Connecticut Sportsmen & Boat Show (Armory), Jan. 18-26. R. E. Aldrich.
Hartford—9th Annual National Autorama Expo., Feb. 16-20 (Conn. State Armory). Joe Kisis.
Hartford—Greater Hartford Fair (Armory), March 18-22.
New Haven—Connecticut Boat Show (Arena), March 20-23. Milton Cottier.

District of Columbia

Washington—National Capital Area Auto Show (Natl. Guard Armory), Jan. 11-18.
Washington—National Capital Flower & Garden Show (Armory), March 8-16.

Florida

Daytona Beach—Volusia Co. Home Show, March 15-18.
Fort Pierce—St. Lucie Co. Home Show, Feb. 15-18. Al Stern, Pilot Club, Arcade Bldg.
Ocala—S. Fla. Mardi Gras & Home Show, Feb. 7-16. Kiwanis Club.
Hollywood—Hollywood Home Show, Jan. 20-30. Al Stern, Box 668.
Homestead—Homestead Rodeo, Feb. 1-8.
Jacksonville — Jacksonville Boat Show (Gator Bowl), March 6-8. John Graham.
Homestead—South Fla. State Fair, March 8-12. Joseph Behoff, 906 Chamber of Commerce Bldg., Miami.
Miami—International Air Show & Expo (Master Field), Jan. 22-26.
Miami—Charity Horse Show, Jan. 30-Feb. 2.
Tampa—Tampa Auto Show (Fort Hesterly Armory), Jan. 25-30.

Georgia

Atlanta—Southeast Boat & Vacation Show (Aud.), Feb. 28-March 17. Atlanta Marine Trades Assn.

Illinois

Chicago—Chicago National Boat Show (Intl. Amphitheater), Feb. 7-16. Guy Hughes.
Chicago—Chicago Sportsmen's & Vacation Show (Intl. Amphitheater), Feb. 21-March 2. Mel R. Morrison.
Chicago—Modern Living Expo & Flower Show, March 22-30.
Peoria—Peoria Area Sports, Boat, Home & Vacation Show (Robertson Field House), March 25-30. Sidney J. Page.

Indiana

Fort Wayne—Fort Wayne Sports, Vacation & Boat Show (Coliseum), Jan. 23-26. E. M. Berg.
Indianapolis — Indianapolis Automobile Show (State Fairgrounds), Jan. 17-26.
Indianapolis — Indianapolis Sports Show (Fairgrounds Coliseum), March 7-16. Melvin T. Ross.

Iowa

Des Moines—Des Moines Home & Flower Show/Fair, 22-March 8.
Des Moines—Iowa Sports & Vacation Show (Veterans' Memorial Aud.), March 27-April 1. Des Moines Register & Tribune.
Ottumwa—Iowa-Missouri Outdoor America Show (Coliseum), March 20-30. John Underwood.
Waterloo—Northeast Ia. Sports Vacation & Travel Show (Hippodrome Aud.), March 13-16. Jaycees.

Kansas

Wichita—Kansas Sports, Boat & Travel Show (Forum), Feb. 12-18. R. O. Langenwalter.

Kentucky

Louisville — Louisville Automobile Show (Fairgrounds), Feb. 1-8.
Louisville—Central America Sports, Vacation, Outdoor & Boat Show (Fairgrounds), March 6-9. W. Arthur Sorrell.

Louisiana

Baton Rouge—E. Baton Rouge Parish Fair, Feb. 20-26. C. L. Flowers.
Baton Rouge—Baton Rouge Rodeo, March 1-8.
St. Francisville—West Feliciana Parish Fair, Feb. 20-24. W. D. Magee.
Cameron—La. Fur & Wildlife Festival, Jan. 17-18. Mrs. Maria Vaughan.

Massachusetts

Boston—New England Poultry Show (Mechanics Hall), Jan. 20-26.
Boston—New England Sportsmen's & Boat Show (Mechanics Bldg.), Feb. 1-9. Albert O. Rau.

(Continued on page 92)

CLUB ACTIVITIES

Showmen's League of America

CHICAGO—In the absence of all officers, Past-President Robert (Bob) Lohmar presided at the Thursday (9) meeting assisted by two other past-presidents, Carl Sedlmayr and Ned Torti, and Hank Shelby, secretary. President Jack Duffield and vice-presidents Bill Carsky aod Paul Olson were out of town while Vice-President Ed Sopenar was confined with the flu.

Sedlmayr anoounced that $30,000 had been raised thru the plaque fund. Shows raising over $500 were Conklin & Garrett, Olson and Royal America. Those coming up with $500 were World's Finest and William T. Collios.

Membership was saddened by the death of William Canady of Meridian, Miss.

A spaghetti dinner was served by Harry Heftman, operator of the restaurant on the ground floor of the clubhouse.

Pacific Coast Showmen's Association

LOS ANGELES — The largest crowd to attend a regular meeting was on hand Monday (30)

On the rostrum with President Robert Downie were Matthew (Jimmy) Lantz, vice-president and candidate for president; H. D. (Bob) Matthews, secretary, and Al Weber, treasurer.

Dick Scearce, chairman, reported on the plans for the New Year's Eve party.

William R. Siebrand of the Siebrand Bros. Circus and Carnival was voted into the membership. He was sponsored by Lantz, Arthur Andersen, Dick Scearce and Orville Crafts.

E W. (George) Coe was oamed to represent the club at the Show Folks of America banquet in San Francisco on January 12.

Charles Walpert said that 256 dinners were served Christmas Day. Assisting in the preparation of the dinner were Sam Landesman Steve Vaughn, Anderseo, Jim Smith, and Jack Shaffer.

Sam Dolman was reported in the Garfield Hospital in Mooterey Park.

President Downie called on the visitors who included Charles Pastor, Al Bertelson and Sam Exler's son, here for the Rose Bowl football game. Harry Hargraves gave a resume of bis trip to South America and offered to show films of the trip sometime doring the next two weeks Members introduced included Alex Freedman, president of Show Folks of America in San Francisco; F. M. (Pete) Sutton, Perry Waldman of Pul-Wal Sales, Harry Simons, Frank Warren, Ray Couch, Harry Fink, Ed Kennedy, Danny Wheeler, Tom Condron, William Davis, Al Weisman, Matt Herman, Jerry Jacksoo, Sam Abbott, Larry McGregor and George Surtees.

Heart of America Showmen's Club

KANSAS CITY, Mo.—Installation of 1958 officers was the high point of the regular weekly meeting.

George T. Gordon was re-installed for his second term as president. Taking office with him were Ted Corn, Jess Wrigley, and Sam Lyon, vice-presidents; Al G. Wilson, secretary-treasurer; George Sargent, conductor; Joseph Drazic, warder; Weldon (Tubby) Hale, Sam Aosher and Norman L. Reynolds were installed as directors.

There was a good turnout for the Auxiliary's tacky party Monday (30) at the Hotel Kansas Citian. Cold weather was credited with cutting down attendance at the 38th annual banquet and ball.

Michigan Showmen's Association

DETROIT — President Jack Dickstein was in the chair for the regular Monday (30) meeting. Also present were C. L. Lovejoy, Cameron D. Murray and Edor Burge, vice-presidents; Max Kahn, treasurer; Irving Rubin, executive secretary, and Paul Greeley, recording secretary.

The blood bank, being operated by Maynard Ostrow assisted by Robert Morrison and Paul Greeley, was reported to have grown considerably since its inception last April.

Vincent J. Florio is a new member. Recent clubroom visitors included Irving Broker, Nick Thomas Sam Burd, Sam Serra, Warren Cushway, Sam Ginsberg, Irving Rubin, Sam Stone, Teddy Underwood, John Moran and Morris Mentzell

Miami Showmen's Association

MIAMI—More than 200 members attended the meeting of January 7 presided over by the new president, Ben Weiss. The annual New Year's Eve party was a big success with more than 500 persons jamming the clubhouse. Next major function is the anoual picnic in Crandon Park, February 23.

Three huodred attended the December 19 president's party for outgoing President Ross Manning, at which he was giveo a gold Le Coultre watch and band. A stag affair, it was catered and three acts entertained.

PCSA Auxiliary

• Continued from page 87

Olivia Waldron, Ruth Wolff Woods and all past presidents.

Ways and means. Marie Tait, Lillian Schue, Betty G. Coe, Peggy Steinberg, Clara Andersen, Eleanor Crafts, Ruth Korte Davis, Dorothy Eastman, Flossie Fitzgerald, Donna Glenn, Barbara Hellwig, Evelyn Lantz, Kitty Scearce, Mae Snobar, Olivia Waldron. Trustees: Edith Hargarve, Mary V. Taylor, Lucille Dolman, Peggy Forstall, Nina Levine, Lillian Schue and Clara Zeiger. Finance: Mary V. Taylor, Trudi di Santi, Betty G Coe, Marosa Herman, Margaret Farmer, Marlo Le Fors, Edith Walpert.

Cemetery: Peggy Forstall, Opal Manly, Betty G. Coe, Lucille Dolman, Marosa Herman. Stella Shaphran, Clara Zeiger. Sick and relief. Maybelle Hendricksen, Stella Shaphran, Trudi di Santi, Eliza Matthews and Fern Redmond. Eotertainment: Mae Mortensen, Emily Friedenheim, Clara Anderson, Trudi di Santi, Edna Kanthe Dauer, Elsie Kennedy, Mareo Rhodes. Kitty Scearce and Rose Westlake. House: Jetta Clancy, Margaret Farmer, Emma Blash, Peggy Butler, Lucille Dolman, Peggy Forstall, Maybelle Henrickson, Elsie Kennedy, Nina Levine, Thora Rickard, Kitty Scearce, Julia Smith, Alberta Vaughn.

Bazaar: Mary Bacieglupi, Clara Andersen, Emily Bailey, Raie Banard, Peggy Butler, Esther Carley, Betty G. Coe, Lucille Dolman, Margaret Farmer, Regina Fink, Babe Gardner, Clara Little, Opal Manly, Eliza Matthews, Thora Rickard, Rose Rosard, Lillian Schue and Peggy Steinberg. Ambassadors; Mabel Brown, Katherine Doolan Grace Goss, Virginia Kline and Ruth Martone. Publicity: Blanche M Henderson aod Ida Chase. Sergeants-at-arms: Clara Little and Thora Rickard Membership: Kitty Scearce and all members. Dr. Ralph E Smith was appointed club physician.

National Showmen's Association

NEW YORK—J. Jeff Harris, installed as president on January 8, conducts his first regular meeting oo January 22. At his installation, a gift of a mooogrammed gold bucklo from Cartier's was presented to Harris from Bucky Allen, Dave Browo and Sonny Levin. The governors decided that lights out would come at 4:15 a.m. hereafter.

House Mortgage

• Continued from page 87

the microphone Jimmy Lantz, new president of the Pacific Coast Showmen's Associatioo; Alex Freedioan, SFA president; Sam Steffin, Arizona club vice-president; Helen Vaughn, PCSA Auxiliary president; Virginia Kline, veteran show club fashion writer, and Sam Abbott, The Billboard.

The 1958 Troupers' officers also were introduced and had a few words to say, all pledging support and hoping for cootinued harmony. Included were Ruth Davis, president; Ray Marion, first vice-president; June Suttoo, second vice-president; Ed Kennedy, third vice-president; Annabelle Patchett, fourth vice-president; Helen B Smith, treasurer; Rush Wolff Wood, secretary, and Ted LeFors, chaplain.

Hostesses for the occasion were Katherine Goldstein, chairmao; Maxine Ellisun, Kitty Scearce, Rose Westlake, Eve Scott, Emily Freidenheim, Mora Bagby Zoe Wick, and Emily Bailey. Hosts were A. J. Scott, chairman; Larry Nathan, David Freidenheim, Kenneth Payne, Art Thompson, Dick Scearce, Walter Patchett, Ed Butler and E. J. Rose.

St. Paul Meet

• Continued from page 87

Gopher State Shows, Hal Garven Entertainment and Music Service, Illinois Fireworks Co., Juanita's Entertainment Service, Lynn's Midway Shows, Mel Hummitzsch Theatrical Productions, Maggie and Scotty Eoterprises, Marlo Show Productions, Merriam's Midway Shows, Northwest Midget Auto Racing Assn.

Minnesota Stock Car Racing Assn., North American Shows, O'Neil's Amusements, Petey's Entertainment Enterprises, Pinkerton Detective Agency, Regalia Mfg. Co., Rogers Bros. Shows, William C. Smith Entertainment Agency, Shorter Shows, T. B. Skarning Enterprises, Stipe's Shows, Sunset Amusements, Tip Top Shows, Tommy and Larry Holden Daredevil Revue, Al Sheehan, Inc., Art B. Thomas Shows, Triangle Poster Co., Tri-State Shows (Al Brown), Tri-State Harness Assn., 20th Century Shows, Vaughn's Inc., Fillmore & Bradbury, Venita Rich Talent Contest Revue, Westward-Ho Centennial Pageant, Web Taylor Productions, W. D. Stanley Shows, World Famed Productions, United Speedways, Charles Zemater Theatrical Agency.

Show Owners

• Continued from page 87

ca Shows: Norton, Stockton, Washington, Oberlin, Hoxie, and Downs; Hugo Novelty Expositioo Shows: Tonganoxie, Effingham, Oskaloosa, Herington, Sedao, and North Topeka; Cherokee Amusement Co.: Pratt, Ossawatnmie; Fort Scott, Seneca, Holton, Hillsboro, and the July 4 celebration at Pittsburg; Dixie Amusements: Wetmore and Smith Center.

Mrs. Madlyn Hannigan is in Batavia, N. Y., called there by the illness of her mother. Mrs. Hannigan is staying at the West Eud Trailer Court and would like to hear from friends.

200 See PCSA Fems Install Officers

LOS ANGELES — Impressive ceremonies in a glamorous settiog marked the 28th annual installation of the officers of the Pacific Coast Showmen's Association Ladies' Auxiliary Saturday night (4) in the Blossom Room of the Hollywood Roosevelt Hotel here. More than 200 attended.

Edith Hargraves was the installing officer with Nina Levine, emsee, making the welcoming address. Both are past presidents. The invocation was delivered by Harry G. Seber, PCSA chaplain.

Mrs. Levine introduced the 1957 PCSA president, Bob Downie, and the 1958 president-elect, Jimmy Lantz, who were ushered to the dais.

The 1957 Auxiliary officers, Berta Harris, president; Mary Bacigalupi, first vice-president; Helen Vaughn, second vice-president; Peggy Forstall, secretary, and Mary Taylor, treasurer, were escorted to the dais. Dorothy Enfield, third vice-president, was absent.

The Auxiliary 1958 officers were escorted to the dais, too, with Stella Shapran, who will serve as treasurer, by Opal Manly; Blanche Henderson, secretary, with Peggy Steinberg; Emily Freidenheim, third vice-president, Margaret Farmer; Kitty Scearce, second vice-president, Betty Coe, and Elsie Kennedy, first vice-president, Trudy Di Santi. Helen Vaughn, who will serve as the president, was escorted by Clara Zeiger.

Use Floral Theme

The installation committee with Lillian Schue as chairman and assisted by Clara Anderseo, Lucille Dolman, Betty G. Coe, and Marie Tait, used the theme of a flowered wheel with six spokes to indicate the officers elected. After all had been introduced by Mrs. Hargraves, the rim of the wheel was installed.

Edith Walpert, a past president, paid tribute to sister clubs, which included Regular Associated Troupers, Show Folks of America, Arizona Showmen's Associatioo, Lone Star Showmeo's Club, Hot Springs Showmen's Association, Missouri Show Women's Club, Heart of America, Ladies' Auxiliary of the Showmen's League of America, Caravans, National Showmen's Association, Miami Showmen's Club, and Greater Tampa Showmen's Association. Mrs. Walpert was assisted in the ceremonies by Mrs. Tait, who presented a large Pompon to indicate each organization.

Congratulatory messages were read from Ethel Shapiro and Anna Cook, past presidents of the National Showmen's Association Auxiliary; Sidone and Manny Silvers; Heart of America Club; SLA Auxiliary, Midwest Showmen's Association, Elsie Miller, SLA; Madison Hopes, and the Missouri Showmen's Association.

Mrs. Harris, outgoing president, presented each of her co-officers with gifts. After turning over the gavel to her successor, Mrs. Vaughn, Mrs Harris was presented with a gold life membership card by Mrs. Manly.

Tribute was paid the retiring PCSA officers who included, in addition to Lantz who was named president, Al Weber treasurer; H. D. (Bob) Mathews and Al Flint, executive secretary and manager. The PCSA held its official installation services Monday (6) in the club rooms with Arhur E. Andersen assuming the post of first vice-president; Joseph (Red) Dauer, second vice-president; Matthew (Matt) Herman, third vice-president, and Weber, Matthews, and Flint.

Laud Troupers Prez

Ruth Korte Davis, recently installed as president of the Troupers here, was applauded when introduced.

The Auxiliary also paid tribute to its members who passed away in 1957. They included Estelle Wampler, Frances Dillon, Minnie Ford, Marie Mead, Mamie Butters, Gladys Mackey, Jessie Loomis, Inez Allton, and Lilabel Williams.

The installation committee for PCSA included Sam Dolman, Dick Scearce, Sam Steffio, Charles Walpert and Dave Freidenheim. Tickets were handled by Grace Merkel and Betty G. Coe.

Esther Carley was introduced and praised for her club work. Mrs. Zeiger was applauded as the oldest past president and Flint for his work as the liaison between the PCSA and the Auxiliary.

Music was furnished for the ceremonies and for dancing by Dorothy Raye and Her All-Girl orchestra.

Miami Banquet

• Continued from page 87

liam J. Tucker, assistant treasurer; Martin M. Weiss, executive secretary; Wallace Maer, club attorney; Mayor Robert High; Circuit Judge R. L. Floyd; George Grautigam, former State attorney; Michael Fox, Chief of Miami Beach Police; Donald Hock, Mayor of Allentown, Pa.

Also Bill Carsky, representing the Showmen's League of America; Bernard (Bucky) Allen, Greater Tampa Showmen's Association; J. Jeff Harris, National Showmen's Association; Sam Solomon, International Showmen's Association; Louis (Stretch) Rice, Hot Springs Showmen's Association, and Robert W Parker, Pacific Coast Showmen's Association.

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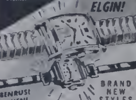

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PIPES FOR PITCHMEN

By BILL BAKER

"RAIN, SNOW OR . . . shine, the pitchman profession will undoubtedly continue to the end of time," writes Bernard D. Kanton, the Cleveland maestro. "Opportunities abount, not specifically in the sometimes picayune profits the pitchman obtains from his spiel and demonstrations, but in the experience obtained in the world's greatest training school for other lucrative fields—television, radio, corporation merchandising, show business and national advertising. Recently in Cleveland we concluded a successful seasoo, hustling everything from whistling reindeer to illuminated religious portraits. A colossus of carnival workers has materialized to become Cleveland's star pitchman. He is Ahie Caplin. Working with Abe gives you more laughs than a floorshow and the equivalent of a Harvard education in high finance. To annihilate the post-Christmas recession, I start a trek immediately that will take me to Pittsburgh to vend portrait coupons with Frank T Conway, to New York to transact magazine deals with Jerry Siegel; to New Orleans with Forrest J. Ackerman to work balloons at the Mardi Gras, and to Chicago for a discussion with Joseph (Kid) Wed oo the possibility of establishing a branch office there for the Promot[illegible] and Vendors' League.

THE FARMERS' . . . Market and Auction at Norfolk has been operating to great crowds since its opening October 2[illegible] 19[illegible] according to Dudley Cooper. Th[illegible] market is about 96 per cent filled with merchants, including Dave Molivar, the auctioneer. In addition, pitchmen have found the market a veritable bonanza, according to Cooper. Currently working the market are Owen D. Flippo and Al Stern, glass cutters and can openers; Mr. and Mrs. Maurice Hascal, magic tricks; Helen Morris, food choppers, and Margaret and James Robe, portrait painting and china.

"THE PITCH . . . business lost one of its finest members in the December 4 death (The Billboard, December 16) of Tony Graziano," writes a friend who inadvertently failed to sign his name to the tribute. "Tony was a true pitchman," said the anonymous friend, "and he and his lavender joints will be missed by many of his friends, among them Art Nelson, Bill Bernstein, Frenchia Bordeaux, Gus Young, L. Wesgate, Murray Zuckerman, Max Touhis, Archie and Ruby Morris, Charlie Fadon, Lou Perry, Mike Devine, Eddie Golden, George Hess Jr., Johnny Palmer, Danny Barberio, Charlie Halligan, Norman Hutchcraft, Ray Cahill and Jerry Collins." Johnny died in Ogdenburg, N. Y., of a heart attack at the untimely age of 45 and was buried in Bethel, V[illegible]

PURVEYING . . . watches to excellent takes in Memphis is the veteran Doc Wood. Business is booming in Memphis, where a $12,000,000 river port is under construction, says Doc. The town is also a big medical and nu[illegible] training center.

W. A. WHITE . . . pe[illegible] a big hello to the trade from New Orleans after putting in an excellent pre-Christmas season in a W. T. Grant store there. White says he did record business with shopping bags, passing out 18,000 during the period.

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

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2160 Patterson St. Cincinnati 22, O.

Parcel Post

Dernoga, Jos. 35c

Abercrombie, James
Adams, Ray N. Al
Ackley, James
Ackley, Mrs. Jimmy
[illegible], Ray
A[illegible]n, Roy & Mildred
Allen, Roy (S[illegible])
A[illegible]ney, Fred
Al[illegible]te, Larry
Amo, Edw.
Anderson, Bob
Anderson, Big
Andrews, Guy C.
April, A. J. (License Plate, 35c due)
Armstrong, M. & Mrs
Austin, Wm R.
Be[illegible]helot, Sam
Baddeley, Bill
Borchinger, Wayne
Barker, Bernard Brent
Barnes, Tommie
Barne, Dan
Barry, D. M.
Batey, Elmer
Berth-Meier
Bastain, Lis & Larry
Baye, D[illegible]
B[illegible]l, [illegible]
Bejarano, Bandido
Bell, Louis A. & Mrs
[illegible]Mar, John J
B[illegible], Dich & Mrs
B[illegible], Wm
B[illegible]ngs, J[illegible]my & Mrs
B[illegible], Jack
Bo[illegible], J[illegible]
B[illegible], M[illegible] Hale
[illegible]y, Lake & Mrs.
Bradshaw, Pe[illegible]l
Br[illegible]l, James & A
Br[illegible]ok, P[illegible]
B[illegible]ok[illegible], Wm H.
H[illegible], Robt H
B[illegible]ke, Irwin
B[illegible], C[illegible]ar nee & Mr
Bur[illegible], G. N. & M
H[illegible]ge, Frank H.
B[illegible], C[illegible]bert
C[illegible], Al[illegible]
[illegible], Chas
[illegible], Bob
Cannon, John
Carey, Lee
Cariyle, Hank
Carsey, B T
Carter, Dave & Mrs
Cetalone, Peter
Cherno, Olga
Clark, Ernestine
[illegible], Duke
[illegible], Lola
[illegible]
[illegible]nd, [illegible]
Costello, J[illegible] Joseph
Cowart, T. M (Curley)
C[illegible], Thomas J.
Crawford, [illegible] Elizabeth
Crooke, J. C
[illegible] Jr., Clyde
[illegible], Pop
[illegible], Marcel
De[illegible], A (R[illegible])
Davis, Col. C[illegible] (Hospital)
Davis, E. & B
Davis, J[illegible]
[illegible], A[illegible]
[illegible], C[illegible]
[illegible] Cr[illegible], Daniel
[illegible], W. M.
[illegible], M. F.
[illegible], David
[illegible]cks, Ed
[illegible], R[illegible] B
[illegible], A[illegible]
[illegible], Ted
[illegible] K[illegible]th
[illegible]
Do[illegible] H[illegible] M
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Du[illegible] Har[illegible]
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East[illegible], K
Eber[illegible]
[illegible]
[illegible] R[illegible] &
[illegible]nd, B[illegible]
[illegible]
Fagan, Bar[illegible] W
Ferrone, Mrs Chris
F[illegible]he, Ed
F[illegible]er, Mildred
Fmbeam, L. Henri
F[illegible], Al
F[illegible], Alfred L.
[illegible], Jos
[illegible], Frank
[illegible], John J
[illegible], M[illegible] Peg
[illegible], K[illegible]
G[illegible], Frank M
Gebhart, James
[illegible], Fred
[illegible], Morris
[illegible]
[illegible], Russell Mrs
[illegible], George
[illegible] H
[illegible]her, H[illegible] L
[illegible], J[illegible]
G[illegible]m, R[illegible]
[illegible], B. M
Graves, Mrs. Fl[illegible] Jer[illegible]
Gray, William
[illegible], B
Hogan, Francis
H[illegible], F. J. & Mrs
Hall, Ward
H[illegible]ad, Arthur B
Hamid, Mrs Maudine
Hammerbeck, J. J.
Hapha, Don
Harrison, Harry T
Ha[illegible], He[illegible]
Helman, Maurice & Mrs
Hendrick, Eddie & Mrs
Hen[illegible], Vernon
H[illegible]dersha, Charley
H[illegible], Justin & E
H[illegible], Ralph E
H[illegible]lzman, Denzell (Doc)
Hellman, Margaret
H[illegible]land, Elwood F.
Hood, Robin
Hoskins, Russell
Hoyle, Doc E
Hubbard, James Crathee
Hubbard, Paul
H[illegible]son, Bill
[illegible]
[illegible], Wm J
[illegible] J
Ja[illegible] P Palock
[illegible]
[illegible] Ain
J[illegible] R
[illegible]
J[illegible]son, [illegible]
[illegible] P
[illegible] Don E
[illegible]am U
[illegible] H
[illegible] Ja[illegible]
[illegible] J[illegible]lius & Mrs
[illegible]
[illegible] H[illegible]
[illegible]d
[illegible] B
[illegible]ser, Tubby
[illegible]lichen, Mrs. Nellie
Knight, I. T
Knight, Jack
[illegible]ch, John W
Kurman, Carroll
La Breche, Mrs. Frieda
La Grew, Howard
La[illegible], Mr
L[illegible]der, Lee (Doc)
Le[illegible], George
[illegible]y, Maynard
[illegible]u, J. I
Le May, Barbara
Lem[illegible], A. L
Leonard, Acrae Wolf (Harry)
Leonard, Harry
Le[illegible], Martin (Fat Mae Show)
Lewis, Everett E.
[illegible], Mrs. Irene
[illegible]ord, Charles
[illegible] or [illegible]s, Mrs George
L[illegible], Nick & Mrs.
[illegible], Red
M[illegible]F[illegible], Fred J.
M[illegible]k, Jac[illegible] Twiste
McEl[illegible], James
[illegible]gor, Robert (Bobbie)
McKeown, Clark
[illegible]Lane, Francis J.
McLean or McLeon, Albert & Mrs.
[illegible]Nease, Milton N
McBerle, Arthur L
Malble, Edward
Manstein, William W
Martin, Clyde
Marion, Betty
Mortel, Pierre Ed[illegible]ard
Matthews, Mrs Margaret c/o Kuhn Haag
Meah, Johnny
Me[illegible]row, R[illegible]
Me[illegible]r, Bu[illegible]
Miles, Frank
Mi[illegible]e, J[illegible]
Mi[illegible]le, I[illegible]
M[illegible]
M[illegible] P[illegible] & Mrs
M[illegible]e T[illegible]
[illegible] & Mrs
[illegible] Joseph Quinn
[illegible]orr[illegible], Bl[illegible]
[illegible] & Barber
[illegible] Al
[illegible], Edward
M[illegible]e, M[illegible]
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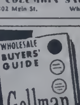

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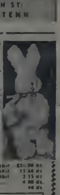

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—Stone Necks & Ears, Bxd. Dz.	[illegible]50
—Stone Necks & Ears Bxd. Dz.	[illegible]
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All metal chrome finish, sure-fire action. Individually boxed. Can also be worn on man's key chain or ladies' charm bracelets.

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REAL BARGAIN ON NEW NEOPRENE Rubber Sheathed Cable #8 Two Conductor in 50-75-150 lengths at 30c ft. Mail check with order; money refunded if not fully satisfied. Established 1920. M. C. Solne, 401 East Superior St., Duluth, Minn. ja14

RETRACTABLE PENS, $12.90 GROSS; 100 refills, $4. Desk Sets, four pens, $7.90 dozen sets. Hillop, Box 582 H, Brooklyn 1, New York. ja27

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$175

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ROLLER RINK FOR SALE—88 X140' GOOD business, fully equipped. Dissolving corporation. Roller Bowl, 11.. Temple Terrace, Tampa, Fla. ng

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START A ROUTE OF 100 MIDGET MERchants for only $35. fortune possible. One unit ready for location and complete plan only $5. Check or M. O. to Wiley Peston, Livingston, Tex.

FOOD AND DRINK CONCESSION SUPPLIES

ABOUT ALL MAKES OF POPPERS, CARAmel Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. fe24

FOR SALE SECONDHAND GOODS

FOR SALE—SHOOT-A-PHOTO, SIX UNITS, fully equipped for immediate operation. Perfect condition. Excellent opportunity for Park, Beach or Fairs. Write: Shoot-A-Photo, 843 Surf Ave., Brooklyn, N. Y. ja13

WILL SELL ALMOST NEW SANI-SERV Frozen Custard equipment, complete to last detail. $3,000. Cheaper you haul. Write airmail: Hugh Avery, 3325 Pershing Drive, El Paso, Texas

FOR SALE—SECONDHAND SHOW PROPERTY

A. H. 40' MERRY-GO-ROUND, 24 HORSES, good top and side wall, in better than average shape. $3,800. G. Anderson, 1488 South, Toledo 9, O.

ALLAN HERSCHELL LOOPER AND ELI 5 Baby Ferris Wheel, reasonable, good condition. Stored in New Jersey. Will erect. Vivona Bros., 163 South 31st St., Irvington, N. J. ja20

BAND ORGANS FOR MERRY-GO-ROUND. Arcade Equipment all kinds. Sell, trade for Kiddie Rides. Frederick, 2263 Newton, Detroit 11, Mich. ja20

BUILD KIDDIE RIDES — TESTED PLANS. Auto, Airplane $100 Chairplane, Sloping Rocket, Carousel, $5 each; free 72-page catalog. Brill, Box 875, Peoria, Ill.

EIGHTEEN SURPLUS SEMI TRAILERS FOR sale, nice condition, good tires, new paint, vacuum brakes, corrugated steel sides. Open and Closed Trailers from 20 to 30 ft. in length. No reasonable offer refused. King, 82 Orchard St., Mt. Clemens, Michigan ja30

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FOR SALE MECHANICAL FARM IN 15 FT trailer, ticket box, g-a set included. Ready to show, first seven hundred fifty. Berry Lankston, Malbewa, Louisiana ja20

FOR SALE—50x120 PUSH POLE DRAMATIC End Tent. Walls and 15x18 Marquee, used three seasons, $400 cash. Billy Choate, c/o Bisbee's Comedians, Dyer, Tenn.

1 GRAB, 1 POPCORN, 3 JOINT TRAD FRS, custom built Merry-Go-Round and Organ, 3 Kid Rides, Side Show Banners, Penny Boards, Chuck Wheel, 20x120 Top Wall, 30x40 Top Wall, 12x18 Top Frame, 50-Seal Ringo Top Frame, 26-ft. Semi Trailer enclosed. Box 1017, Crystal River, Fla.

1950 FT RAIL, GOOD AS NEW, 12= 30' lengths plates, spikes, $800. Ben Roberts, 1876 Noble Dr., N.E., Atlanta 6, Ga.

PORTABLE ROLLER RINK. COMPLETE Tent, 50x120; Evans Lone Boogie 12 Ft. Shooting Gallery. Jerry Hines, 1337 Marse Ave., Sacramento, Calif

TRAINS — ALL SIZES, GAUGES, TYPES, new, used, custom built. Photographs, details, $1 bill (refundable). Miniature Trains, 338 Winthrop, Rehoboth, Mass. ja13

TWO ALLAN HERSCHELL BOAT RIDES, like new $2,800 and $3,300. Pony Cart, $2,900. Jimmie Thompson, Alexandria, La.

USED ADULT AND KIDDIE RIDES THAT have been taken in trade on new equipment. Write for current list. We sell on time. King Amusement Co., P. O. Box 308, Mt. Clemens, Mich. fe10

INSTRUCTIONS BOOKS & CARTOONS

10c COMIC BOOKS, 1c EACH. REGULAR newsstand approved titles, publishers surplus, coverless. Packed 100 assorted titles in counter display box. Retail 5c a book. Minimum shipment 30 boxes. F.O.B. Sample box $3 parcel post prepaid. Cash with all orders. Comic Books, Shamokin Dam, Pa. eb

"WHY HORSES WIN" 33 CHAPTERS, formerly $..., now only $1. Post's School for Racing Fans, Box 189, Radio City Station, New York City 19 eh-ja27

MAGICAL APPARATUS

BE A MAGICIAN! LARGE PROFESSIONAL catalog of latest ... Free! Show ... book catalog. Holland, B 109 North Dearborn, Chicago 2. ng

NEW 153 PAGE ILLUSTRATED CATALOG—Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, ..., Handwriting ... Radiophone for ... Brochures ... on request ... 50c. Nelson Enterprises, 336 South High, Columbus, Ohio. ja27

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NEW AIR CALLIOPES FROM $900 UP, also ... for the same. We ... build Steam Calliopes. Coneil Organ Co., Danville, Ill.

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PARTNERS WANTED

HAVE SOUND PROJECTORS — WANT Partner with closed truck and experience for travel with Carnival. Walter Hubeeer, Harrisville, N. Y.

PERSONALS

GLADYS DUPLANTIS, YOUR AUNT MELloway passed away; please contact your Mother, she is very sick. Sister May.

IMPORTANT — ANYONE KNOWING OF Bud McCann call Chappel 1-0030, Indianapolis, Ind., or Vera McCann, 524 South Rybolt St., Indianapolis, Ind.

YOUR GLOSSY PHOTO ON 500 POSTcards, $9.95. Also Photo Budoem Cards. Samples free. Write today. Kerdke, Box 322, Toledo 1, Ohio. ja27

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PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. eh-tfe

PRINTING

ALWAYS FASTEST SERVICE — QUALITY 3-color posters! 14x22 Window Cards, $8 hundred; 17x26 size, $12.50 hundred. Tribune Press, Dept. 158, Earl Park, Ind. mh24

MIDWAY SPECIAL—200 BUSINESS CARDS, 200 8½x11 Letterheads, 200 6¾ Envelopes, $5 Postpaid. Printing by Ace, Box 262, Lyndhurst, N. J. ja30

Quality Printing

500 Bond Letterheads (8½x11)	$3.95
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SPECIAL Both for **$7** Postpaid

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SPARKLING EMBOSSED LETTERHEADS! Dynamic illustrations in golds and colors for Midways, Circuses, Magicians, etc. Samples 25c. Solliday's Colorprint, Knox, Indiana ja13

250 8½X11 LETTERHEADS AND 250 6¾ Envelopes, four lines copy, $3.95. 1,000 Business Cards, $2.75. Postpaid. Hickman & Hickman, Coalgate, Okla.

200 8½X11 LETTERHEADS AND 200 6¾ Envelopes $3.95, black or blue ink. Mailo Press, 6468-B Clevia Ave., Flushing, Mich. ja27

SALESMEN WANTED

AD MATCHES SELL AMAZING DESIGNS—18, 20, 30, 50 and 240-light book matches. Biggest spot cash commissions, every business a prospect. Low prices for high quality. Repeats. Start with experience, men, women; full, part time; buy nothing; sales kit furnished. Match Corp., Dept. D-173, Chicago 32, Ill. ja27

COIN MACHINE SALESMEN, ATTENTION

Southern organization now going national with hottest money winner, has openings for top-grade men in most areas. We prefer rated with top references and 100 satisfied users. If you will travel, can carry yourself for at least one month, have $190 for sample deposit, we would be interested in talking to you.
Write BOX C 263
c/o The Billboard Cincinnati 22, Ohio

GET NEW SHIRT OUTFIT FREE. MAKE $90 weekly on 5 average orders a day. Famous quality made-to-measure Dress and Sport Shirts at $3.95 up sell fast to all men. No experience needed. Full or part time. Write Packard Shirt Co., Dept. 817, Terre Haute, Ind. eb

GOLD MINE OF 500 MONEY MAKERS. Free copy. Specialty Salesman Magazine, Desk 22B, 307 North Michigan, Chicago 1, Illinois. eh-me26

JOBBER PRICED 10% BELOW WHOLEsale. Typewriters, Business Machines, Office Equipment, Luggage, Watches, Jewelry, Gifts. Complete cataloged line at jobber prices for volume sales and higher profits. Bard Distributing Co., 4134-BB, Cleveland 13, Ohio

USED VENDING MACHINES WANTED—We're headquarters for all Bulk Vending Merchandise. Will pay top price for your used Victor Toppers, Baby Grands, A... or Northwestern Gum and Capsule Machines. Write or call. Also send for our Price List. Greff Vending Supply Co., 2817 W. Davis St., Dallas 3, Tex. fe24

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES — WORLD'S finest, best outfits; complete with free instructions, all supplies, free catalogue. Owen Jensen, 120 West 83d St., Los Angeles 3, California ja20

TATTOOING—I WILL TEACH YOU THIS profitable, fascinating business. Complete course, supplies, secrets. Free information. Zeis, 728-A Leslie, Rockford, Ill. ep

WANTED TO BUY

CHAIR SCALE — ACCURATE. CONDITION not important; must be reasonable. Gordon Fraser, 131 Brinton St., Buffalo 14, N. Y.

EVANS PARI MUTUEL RACE HORSE Wheels, Evans Big Six, or what have you? 4465 River Rd., Toledo, Ohio

WANTED — PORTABLE GRANDSTANDS, seating, stage, ice rink frame, electric—130 tons and Zamboni ice machine, amplifier system. Must be in good condition. A. Carlson, Island Garden, West Hempstead, N. Y. Ivanhoe 3-7603 fe3

WANTED—WILL PAY CASH FOR MERRY, Wheels, Plane, Octopus, with or without transportation. Must be in good condition. Located within 1,000 miles of Boston. Archie C. Browne, Campton N. H.

HELP WANTED

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 20c a word—Minimum $4. CASH WITH COPY.

Forms Close Wednesday for the Following Week's Issue

GOOD PROPOSITION FOR QUALIFIED Manager of Portable Skating Rink in Central Florida. Must furnish references. B. N. Sampson, Box 2424, Tampa, Fla.

I'LL SEND YOU FREE STOCKING SAMPLE. Newest advancement in hosiery since discovery of nylon. Patented full-length, stays up without supporters, amazingly comfortable. Nationally advertised price $1.95. Make money fast introducing to friends at $1 pair. American Mills, Dept. 637, Indianapolis, Ind. mh24

START A MONEY-MAKING CAREER DOing Electric Wiring, Repairing. Beginner's Handbook, $1. Easy to understand. Craftsmen, 1819 Lawrence, Houston 8, Tex.

AT LIBERTY

ADVERTISEMENTS

5c a Word Minimum $1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Wednesday for the Following Week's Issue

CIRCUS & CARNIVAL

WORK WANTED BY CARPENTER. EXperience Circus, Carnival, Motel, Kiddie Park, Cement Walks, etc. Wages $55 weekly. Box C-262, c/o The Billboard, Cincinnati 22, Ohio.

MISCELLANEOUS

HYPNOTIST — FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Maize F Diehl, Route 3, Staunton, Va. fe3 '58

MUSICIANS

AT LIBERTY — ALTO SAX, DOUBLING tenor and clarinet. Good reader, transpose at sight. Tone, fake, etc. Paul Donnelly, Box 522, Albert Lea, Minn. ja20

DRUMMER, DOUBLE VOCALS, AVAILable January 1. Age 28, neat, dependable, adaptable to any style of music. Write or wire John B...ne, 444 Hawthorne Court, Apt. 207, Madison, Wis. ja13

EXPERIENCED DRUMMER — JOIN IMMEdiately, location only considered; dance or ..., new equipment, plenty rhythm, reliable voice. Tom Wrenn, 20 Chatham Rd., Asheville, N. C. ja13

JOHN EMERY, ONE OF AMERICA'S FINest, plays organ, piano, entertains. Personality. Has own Hammond. 30 weeks last location. Sober. Write or phone c/o Caron, 430 Church, No. Adams, Mass. ja13

OUTSTANDING PROFESSIONAL PIANIST, male, desires hotel lounge work. Agent to manage me, book me into hotel lounges. Box C-261, c/o The Billboard, Cincinnati 22, Ohio.

PIANIST — EXPERIENCED ALL-ROUND soloist for hotel or cocktail lounge, some singing. Also for combo. Shows, swing, Latin, concert. Location only, union. Write c/o Pianist, Town Hotel, Key West, Fla. ja27

PIANIST—ALL ESSENTIALS. ELECTRONIC piano. Double Magic. Prefer shows. Friends, agencies, contact Bob Fisher, Royal Hotel, Sioux Falls, S. D.

PIANO TUNER PLAYER, AGE 55, WANTS to locate in expanding school location. B. Charles, Badger Hotel, Burlington, Wis.

STRING BASS DESIRES LOCATION IN organized combo after Jan 1. ... and Tour ..., concert, Latin D... double vocals. Excellent references. All replies considered. Write, wire or call Musician, 520 Pine, Waterloo, Iowa. Phone Ad 4-8383 fe3

TROMBONE-ARRANGER — EXPERIENCED, union, married. Was ... USAF Academy Band. Consider hotel or locations. Write: Musician, ... Logan, Middletown, O., or phone GA 3-5039.

PARKS & FAIRS

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. fe8

"CRASH" BROWN, RING OF THE WORLD'S ... Dynamite T..., Atomic Death ..., Flaming C... B... Original ... Crash ..., smashing ... mobiles with all the glass, no ... automobile off 36 ft. ramp in ... death bus jump, motorcycle maniacs, ... ramp to ramp fire jump; Satan's Escape ice block, brick and board wall ... One act or full show for any occasion. As new as tomorrow, alive with death. If you want acts or a show that is not cut and dried, but definitely death defying, entirely new and different, contact "Crash" Brown, Thrill-O-Rama, Westmoreland, Tenn. fe3

HIGH DIVING EXTRAORDINARY. FEAtured by Fox Movietone and the New York press. Presented here and abroad. Results impressive. Large, colored illustrated posters available. Capt. Mac Productions, 458 Lamphier Place, Warren, Ohio N. E. Phone 45337. mh3

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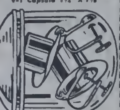
In Wide Variety—to Vend in This V-1 Capsule 1¼" x 1⅝"



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Send samples and prices. Contact the following for sample capsule:

GRAFF VENDING SUPPLY CO.
2817 W. Davis, Dallas, Tex.

LOGAN DISTRIBUTING CO.
1850 W. Division St., Chicago 22, Ill.

STANDARD SPECIALTY CO.
1020 64th Ave., Oakland 1, Calif.

COMING EVENTS

• Continued from page 88

Boston—New England Home Show (Mechanics Hall), Feb 14-18
Boston—Eastern Dog Show (Mechanics Hall), Feb. 22-23
Boston—New England Spring Flower Show, March 8-16

Michigan

Detroit—Detroit Automobile Show (Artillery Armory), Jan. 18-26
Detroit — Detroit Boat Show (Artillery) (Armory), Feb. 22-March 2. Frank Jenkins
Detroit — Detroit Builders Show, March 8-16
Detroit—Michigan Flower & Home Show, March 22-30.
Grand Rapids—Greater Mich Home Show March 10-15
Grand Rapids—West Mich Sports & Boat Show (Civic Aud), March 24-29. J. D. Locke.

Minnesota

Minneapolis — Northwest Builders' Show, March 15-22
St Paul—Land-O-Lakes Boat, Marine & Tackle Show (Auditorium), March 14-20.

Missouri

Kansas City—Kansas City Boat, Sports & Travel Show (Auditorium), Jan 31-Feb 8 P W. Kahler.
Springfield — Springfield Sports Show March 5-8 Meire Club, Wesley Brazeal
St Louis—Builders Home Show (Arena), Feb. 8-16 Mel Deernhoefer
St Louis—St. Louis Boat, Sports & Vacation Show (Arena), Feb. 21-March 8 Wendell Emrick.

Nebraska

Omaha—Omaha Sports, Vacation & Boat Show (Civic Aud), March 4-8 F W Kahler.

New York

Buffalo—Buffalo Boat Travel & Sports Show (174th Armory), Feb 22-March 8 Marine Trades Assn. of Western New York
Hempstead—Marine Recreational Show of Long Island (Exhn Bldg), Feb 8-16
Jamaica—Long Island Boat & Sportsmen's Show (Armory) Albert J. Chase.
New York—National Motor Boat Show (Coliseum), Jan 17-26 Joseph C. Choate
New York—New York Outdoor Exposition (Coliseum), Feb 22-March 8 New York Mirror
Rochester — Rochester Automobile Show (War Memorial Hall), Feb 1-8
Syracuse—Syracuse Auto Show Feb 16-23

Ohio

Cincinnati—Cincinnati Auto Show (Music Hall), Jan 18-26
Cincinnati—Tri-State Garden & Modern Living Expo., Feb 8-16
Cleveland — Cleveland Mid-America Boat Show (Public Hall), Jan 22-Feb 2. Irving Grae
Cleveland—American & Canadian Sportsmen's Vacation & Boat Show (Auditorium), March 14-23 A W Newman
Cleveland—Cleveland Home & Flower Show, March 1-8.
Columbus—Columbus Auto Show (Veterans' Memorial Bldg), Feb 15-24
Columbus — Columbus Dispatch-Journal Sports, Vacation, Travel & Boat Show (Fairgrounds), March 22-30 Ben Cowell
Columbus — Garden Show (Fairgrounds Coliseum), Feb. 22-March 2 Ben Cowell.
Toledo—Toledo Sports, Home, Boat & Auto Show (Civic Aud), Feb 1-8 Paul Spor
Toledo—Toledo Home & Travel Show (Civic Aud), March 8-16 Milt H Tarloff
Toledo—Northwest Ohio Garden & Flower Show, March 25-30.

Oklahoma

Oklahoma City — Midwest Boat, Sports Travel & Vacation Show (Municipal Aud), March 8-16 Jack Wright

Pennsylvania

Harrisburg—Farm Show, Jan 13-17
Harrisburg—Central Pa. Builders' Show, March 6-8.
Harrisburg — Pennsylvania Recreation & Sportsmen's Show (Farm Show Bldg), March 24-29 J W G Altland
Pittsburgh—Pittsburgh Automobile Show (Hunt Natl Guard Armory), Jan 18-25.
Philadelphia—Philadelphia Home Show, Feb 10-15
Philadelphia—Philadelphia Motor Boat & Sportsman's Show (Convention Hall), Feb 28-March 8 Clinton W Smullen.
Reading—Greater Reading Home & Building Show, March 22-29.

Tennessee

Nashville—Great Lakes of the South Outdoors Show (Fairgrounds Coliseum), March 11-16. Amon C Evans.

Texas

Amarillo—Amarillo Rodeo, Jan 15-20
Fort Worth—Fort Worth Rodeo, Jan 24-Feb. 8
Brownsville—Charro Days, Feb 16-18 M O. Dennis, 1006 Van Buren St
Dallas—Southwest Boat Show (Aud), Feb 26-March 8 Ira W Curry
El Paso—Southwest Livestock Show & Rodeo (Coliseum), Feb 6-8 Chamber of Commerce.
Fort Worth—Southwestern Expo & Fat Stock Show, Jan. 24-Feb. 2 Wm. H. Watt
Fort Worth—Fort Worth Boat Show (Will Rogers Annex), Feb. 16-22 Fort Worth Marine Trades Assn.
Houston—Houston Automobile Show, Jan. 25-Feb 2
Houston—Houston Fat Stock Show, Feb 18-March 8 Herman Engle
Houston—Houston Boat, Sports & Vacation Show (Coliseum) March 15-22 Variety Club of Houston
Laredo—Washington Birthday Celebration, Feb 19-March 8 J. George Loco, Box 450
Mission—Tex Citrus Fiesta, Jan. 30-Feb 8 Don M Brashear, Box 1071
San Antonio—San Antonio Auto Show (Bexar Co. Coliseum), Jan. 17-26. Auto Dealers' Assn
San Antonio—Livestock Expo. & Rodeo, Feb 7-16
San Antonio—San Antonio Sports & Boat Show (Bexar Co. Coliseum), March 4-9. Charles Coffin
Uvalde—Uvalde Co Jr Stock Show & Sale, Jan. 31-Feb 1 W B Sherrill.

Virginia

Richmond—Virginia Motor Boat & Sportsmen's Show (Arena), March 18-23. John E Baine

Washington

Spokane—Spokane Sports Show (Coliseum), March 18-23 Tom O Loughlin

West Virginia

Huntington—Huntington Automobile Show (Memorial Field House), Jan. 22-26.

Wisconsin

Milwaukee—Milwaukee Auto Show, Feb 8-16
Milwaukee—Milwaukee Home Show, March 8-16
Milwaukee—Milwaukee Sentinel Sports & Vacation Show and Great Lakes Boat Show (Arena), March 22-30 Charles D Collins

Wyoming

Cheyenne—Cheyenne Auto Show (Frontier Pavilion), Feb 21-23

CANADA

Ontario

Toronto—Canadian National Sportsmen's Show (Coliseum), March 14-22 Loyal M. Kelly.

Quebec

Montreal — Montreal Sportsmen's Show (Show Mart Bldg), March 21-30 Ted Glendenning.

Letter List

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Nevius, Jack
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Olman, Benn & Mrs
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Ortiz, Norma Jean
Park, Franklin L.
Park, Ora O.
Parnell, Allen & Mrs
Patrick, Bobby
Payton, Brownie
Pearman, Carl T
Pelcher, Anthony
Penny, George
Perkins, John Erwin
Peter, Joseph
P[illegible]el, Frank A.
Peters, Frank (Katrow)
Phillips, Connie & Mr
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Phinney, Margaret
Pietrzkowski, Raymond M
Poe, Duncan & Mrs
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Preshell, A.
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Raley, Harold
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Reach, John (Sonny)
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Richmond, Edward A
Ribe, Robert & Mrs.
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Royal, Jack
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Seecers, Lewis H.
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Slstrunk, Johnnie
Slagle, Robert N.
Smith, Melvin R.
Smith, Willie Love
Smyth, Robt. W.
Smyth, William, A & E M.
Snooks, Shirley
S[illegible], Robert M.
S[illegible], C. P
Spl[illegible]r, Irene F
Stamper, Wm A.
Star, Faith
Starkey, John
Starr, Gwendolyn
Starr, Hedy Jo
Steffen, Samuel
Stevens, Ione
Stevens, Joe
Stevens, Mary
Stevens, Pop (Cookhouse)
Stevens, Wm
Stiles, W C.
Stoeffal, Walter (Animal Exhibit)
Stokes, Miller & Steve
Stolin, L F
[illegible]rran, Frank H.
Sylvesters, The (Shorty & Peggy)
Tarrant, E D & Mrs
Tate, June
Taylor, Charles & Vivian
Taylor, Jasper & Mrs
Templeton, Ralph S
Thomas, Harry
Timberlake, Billy
Tolley, Virgil
Tommendahl, Larry & Mrs
Viers, Steven Le Roy
V[illegible]ko, Paul
Ward, Fra[illegible]
W[illegible]ce, William
W[illegible], Dal[illegible] (Tex)
W[illegible], Raymond
Wa[illegible], T[illegible]
Warrick, Birman
Watkins, Louis
Watkins, William H
Watson, Harry Taft
West, George
Whitlock, Mrs N
Whitmore, Rukee Iza
Williams, Jay & Mrs
Williams, Michael LeRoy
Wilson, Jack
W[illegible], Ted & Mrs.
W[illegible], Wayne
Wozmak, Bronislaw
W[illegible], Jim
Wrigglesworth, Allen
Yarbrough, Red Gilmore
Yoens, Lee & Norma
Robinson, Russell
[illegible], C[illegible]s
R[illegible]i, Raymond
Ross, Eddie
R[illegible]of, Andy
Slatoevich, Wallace & Edith
Sl[illegible]e, Bill
Sl[illegible]berg, Walter
[illegible], Jimmy
V[illegible]tatore, Michel
Wallerstein, Perry
White, W
Wilson, Ramsey

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Repeler, Kenneth
Besmer, Ray D.
Blackstone, Harry
Bordeo, Lee
Brown, Hugh LeRoy
Buckman, Fred
Day, Gordon
Davenport, Jimmy
Davis Sr., Bob
Decker, Ralph
Demetry, Peter
Edwards, Lew
Eddy, C
Earle, Beatrix
Flager, George
Frair, Buddy
Fuller, John G
Hall, Bill
Hall, A
Hagen, Billy
Happy, Jenny
Herris, Irving
Jackson, Dixie
Kirma, Fred
King, Rex
King, Sally
Koch, Howard
Koch, Lettie
Kolb, Fred
L[illegible]y, Mrs. Shirley
Lorraine, Blanche
McCollum, Donald H
McLoughlin, Edward
McQue, John
MacNeil, John
Martin, Jerry
Maricle, R A
Merrill, Arthur
Miller, Richard R
Mitchell, Frank & Dolly
Montan, Al
Mooney, Hal
Morris, Norman
Nathanee, Eugene
Nicholls, Rene & George
Normanton, Harold
Orlick, Joe
Potsdam, Phil
Preason, Ruth
Quincy, Thoma J
Rector, George
Reese, Leonard W
Reverdy, Rosita
Rennick, Mel
Richards, Cyril

MAIL ON HAND AT CHICAGO OFFICE
188 W. Randolph St.
Chicago 1, Ill.

Ayars, Claude
Boyle, Ruth & Chuck
Bagdonas, Tony
Crabtree, Jimmy
Gibson, Phillip
Golden, Mr & Mrs George
Hudson, William
Johnston, Brooks Edward
Klippel, Jack
Nolan, James L.
Palmer, Helen
Royster, Nate
Smith, Robert L.
Thedore, Leona
Wall, Jim

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St. Louis 1, Mo.

Andrews, Effie Jane Ester
Antanett, Willie
Baird, Al & Linsey
Black, Joe
Blackshaw, Tomas
Brown, August
Burgess, David B
Burge, Lloyd
Burke, Miss Verginia
B[illegible], William J.
Cadwell, F. S
Cameron, Jay
Campbell, Mr. & Mrs A M
Camenalli, William D
Carpenter, Keith L.
Coleman, Leonard
Cudney, Charlie & Lil
Davies, Fred O.
Davis, Harley T
Delaney, Bernice Billie
Dellaf, Richard
Dick, Daniel Davidson
Dillinger, Maurine
Fletcher, Charles E
Gably, Joe (Miller)
Gann, Bill
Gonsalves, James J
Graves, Floyd A
Grutel, James
Hasan, Viola
Hall, David O.
Hall, Ed L.
Hampton, Dudley
Herper, Floyd Wm
Harris, Frank
Hicks, C C
Holston, Mr. & Mrs. John F
Howells, John
Hoyt, Clyde
Ingram, Albert Eugene
Johnson, P J
John[illegible], R. & M
Jordan, Regina M
Kelly, Dova
Kennedy, W D
Kerner, Mrs Dorothy
Kernes, Jim
Kidd, Me
K[illegible], Sally
Koch, [illegible]ndy
Korman, Carroll
Kr[illegible]r, Albert
Kuhlman, Ed
L[illegible], Lloyd R
[illegible]eener, Jerry
[illegible]eeright, J R
Lewi[illegible], Frank Hershey
Light, June
Loe, James Henry
Logsdon, Walter
Loy, Verna
Lukas, Constance
McGuire, Arthur R
McHenry, M F & B.
McWhorter, Theo
Melvi[illegible], H D
Miller, Paul H
Mitchell, H. Duke
Mor[illegible], Geraldine
M[illegible], Tite M
M[illegible], Dan G.
M[illegible]n, Melvin M
Mu[illegible], Faye
Murray, Joe & Bebe
Pettit, Mrs. Louis
Peterson, Guy E
Prevost, David J.
Rader, Kenneth Jerrell
Radford, Mrs Lela Mae
Radford, Ronell A
Rhodes, Jesse
Rice, W R
Richardson, Mr & Mrs Joe G
Rosen, Mr. & Mrs. Joe
Sandusky, A. D
Shipley, Leonard L
Shrieks in the Night
Silva, Mrs Mickie
Silva, William
Smith, E & L.
Staples, Carl Woodrow
Stoddard, Jack
Strickland, Mrs. Mary Pearle
Stutz, Mr. & Mrs. Jim
Stutzman, James
Taylor, Curtis Lee
Timberlake, Billy
Timberlake, Forest B.
Travis, Cliff
[illegible]tley, Gay
Vinson, Jack
Vomberg Jr, Jack
Walker, J V & E
Webster, Mr & Mrs H R
Wells, Mr. & Mrs. Izzy
Wells, Marie & Bill
Wetherbee, Harold
Wilkerson, George
Wilson, R C
Williams, Edward C
Woods, Mr. & Mrs Gene
Wyrick, Brice
York, Carl
Zetrich, Mr. & Mrs Albert

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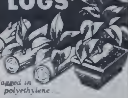

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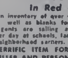

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'58 FORECAST

MOAM Prexy Sounds Note Of Caution

BOSTON—Music operators in the Metropolitan area will have to work harder in 1958 if they are even to maintain the volume of business they achieved in the past year, says David J. Baker, president of the Music Operators' Association of Massachusetts and owner of Melo-Tone Vending Company, Inc. of Arlington.

"The politicians tell us that this will be a year of challenge," he says, "and nothing could more aptly describe what lies ahead for the music operator." Baker believes 1958 will be less than a banner year, a time in which the industry will have to work hard and use every resource of know-how just to keep abreast of the profit level of 1957.

Dip in Revenue

"It looks as tho this year will see a slight dip in revenue," says Baker, "and the challenge that lies ahead in 1958 may result in a separation of the men from the boys in the music industry."

The MOAM president believes the music business is rapidly approaching the same situation that faced the cigarette vending business a few years back. Everybody and his brother, he says, used to run small cigarette vending routes, but when the pressure came a few years back, the business was left

(Continued on page 108)

CARTER DEATH LOSS TO MOA, LEGAL WORLD

WASHINGTON — The sudden death of Chauncey P. Carter Jr., recently appointed legal counsel for Music Operators of America, is a loss not only to the MOA on the eve of its crucial hearings before a Senate subcommittee, but to his many friends and co-workers in the field of copyright law.

Carter, at 39, had more than a decade of experience with the Washington law firm of Kirkland, Fleming, Green, Martin & Ellis. He left the firm during the last year to go into the practice of copyright law with his father, Chauncey Carter Sr.

In paying tribute to Carter, MOA President George Miller stated that Carter's death ". . . has certainly shaken every member of the executive board of MOA to the fullest extreme."

A native of Washington, Carter attended the Washington College of Law of American University, and was a Navy officer during World War II. The MOA counsel was stricken Sunday, January 5, and died en route to a hospital from his home at 2335 King Place, N. W. Interment was at Arlington National Cemetery.

Delay Senate Juke Hearings; C. Carter, MOA Atty., Dies

Sked Copyright Airing Feb. 19-21; G. Miller to Name New Counsel

By MILDRED HALL

WASHINGTON — Hearings on the O'Mahoney anti-juke box exemption bill has been put off until February, due to the sudden death of Chauncey Carter, counsel for the Music Operators of America. Carter was successor to Sidney Levine, MOA counsel who died last year.

Senator Joseph O'Mahoney (D., Wyo.), chairman of the Senate Judiciary Subcommittee on Patents, Trademarks and Copyrights, agreed to postpone the hearings on his anti-exemption bill until February 19, 20 and 21, in view of the loss of counsel to the juke box side.

Three Days

Proponents of the O'Mahoney bill, which would strike juke exemption clause from the 1909 Copyright Act, but exempt location owners from liability for performance royalty on juke box music, will have their say on February 19. Juke spokesmen will have Thursday, February 20. A third day will be held open for any further thrashing out of the issues felt necessary.

No successor has yet been named to the able and well-liked MOA counsel Carter. There is some speculation here that a successor might be found in the firm of Kirkland, Fleming, Green, Martin & Ellis, which represents the Automatic Phonograph Manufacturers' Association. Hammond Chaffetz has represented the firm at previous juke exemption bill hearings, and Perry Patterson, also of the same firm, is association counsel. Carter was a member of the same Washington law firm, until his decision to go into practice with his father, Chauncey Carter Sr., a copyright attorney here.

Hold Line

Juke spokesmen here were shaken by the loss of Carter, but expect to hold the line against the music licensing group ASCAP and BMI at the hearings, as originally planned. The juke box forces, both distributors and operators, plus hotel, tavern and other groups with related interests, will hold for keeping the exemption intact in the law. "Any compromise would be no compromise," one juke spokesman said, "because the average operator would be in no position to bargain as an individual with powerful music licensing groups, once the exemption was removed."

Will Settle

Spokesmen for the music licensing and songwriter groups holding for the bill to put coin-operated music in the public performance category, feel optimistic about Senator O'Mahoney's outspoken determination to settle the juke exemption matter in this session, after more than a decade of struggles

(Continued on page 106)

Local 19 Enjoined By N. Y. State Court

Justice McGivern Reverses Decision; Bars Juke Box Union From Picketing

NEW YORK — Justice Owen McGivern, of the New York Supreme Court, reversing a previous decision, has granted a temporary injunction against Local 19, Cigarette and Coin Vending Machine Employees Union, its officers, officers of La Bella Music Company, and various other persons.

The injunction had been sought by the Music Operators of New York, which has a contract with Local 1690, Retail Clerks International, AFL-CIO, for servicing juke boxes of its members.

Last month McGivern had refused to grant the temporary injunction on the ground that Local 19 was a certified union and that contentions made by the plaintiff were not proved.

Decision Reversed

As soon as the injunction was handed down, Joe Godman and Sam Mezansky, counsel for the plaintiffs, moved for a rehearing. In an unusual legal development, Justice McGivern reversed his own decision, granted the rehearing, and handed down the temporary injunction.

In handing down his latest decision, Justice McGivern cited the apparent failure of the defendant to answer the charges and questioned the defendant's contention that Local 19 is a legitimate and bona fide union

The next step will be up to Local 19, which must seek a trial to determine whether the injunction shall be discontinued, or a permanent injunction shall be granted.

(Continued on page 100)

N. J. Police Seek Former Operator For Questioning

NEWARK, N. J.—State police are looking for B. B. Azarow, former West New York, N. J., juke box and cigarette machine operator in connection with an alleged bribe attempt to keep an underworld figure from going to prison for motor vehicle violations.

According to police, Azarow's Company, Abco, had a direct telephone line into West New York police headquarters. Azarow no longer operates Abco.

New York State troopers have linked a West New York police official with an attempted bribe to keep Carmine Galente, former convict, from going to jail.

Azarow, who is wanted for questioning before the New Jersey State Law Enforcement Council, is also a former representative of a cigarette machine manufacturer.

N. Miami License Fight in Stalemate

NORTH MIAMI, Fla. — The local juke box situation continues in a state of aggravated flux. Some 14 of the city's operating firms continue to keep their machines plugged into the wall, tho no one knows for how long, and eventually under what conditions they will stay in business.

A circuit court order against the city restraining police from picking up juke boxes and games without authorized licenses, remains in force pending a hearing on a permanent injunction. But as yet, no date has been set, and operators continue to run their machines, in effect without license.

Origin

The whole thing started several months ago (The Billboard, November 25), when an ordinance passed by the city October 8, and apparently kept in the dark for some time, came to light.

It permitted the North Miami Amateur Baseball Association, described as a non-profit concern, to operate all coin equipment on an exclusive basis. But the association promptly turned the franchise over to one man, Edmund Petrocini, and his North Miami Music Company. The city was to receive $1,300 a year, plus $15 for each machine operated.

Local operators quickly rallied behind Music Makers, Inc. large operating firm, who filed a restraining order, charging the city had acted illegally. The petition was granted in the Dade County Circuit Court by Judge Robert L. Floyd.

City Restrained

Its effect was to restrain the city from interfering with any operators for failure to have a license, if the operators had tendered their license fee payment to the city. Tho the injunction was taken out in the name of Music Makers, it included any or all interested parties.

Operators have continued to keep their machines on location and in operation. Many have taken copies of the original order and placed them in the windows of their machines in lieu of license.

Just what the outcome of the case will be, or in fact when it will

(Continued on page 108)

UMO Re-Elects Small; Prep State Tax Battle

DETROIT — Roy Small was unanimously re-elected for the fourth consecutive term as conciliator and public relations counsel of the United Music Operators of Michigan (UMO) at the first membership meeting of the year, held here Monday night (6), at the Fort Shelby Hotel.

Remainder of the meeting was devoted to a discussion of State legislative and general membership problems and business conditions in the locale.

Attention of UMO is currently being concentrated on State legislative activities. The regular session of the Michigan State Legislature began last week at Lansing, and taxation of coin-operated phonographs is expected to be an issue before the solons.

There is increased speculation, stated Small, that the $50 per machine tax proposed last year, but defeated, will again be brought up in some form. He based his prediction on the political tone in Michigan centering on ways and means to raise more revenue for increased State expenses. Small has already made several trips to Lansing in connection with the juke box taxation issue.

AMI's Denmark Firm Intros New 80-Selection Juke

COPENHAGEN—A new 80-selection, 45 r.p.m. juke box has been brought out for the European market by Jensen Music Automats, Danish affiliate of AMI, Inc.

Called the IMA-AMI 1-80H, it went into production December 1. It has an AMI Model "H" designed cabinet and retains the single push-button selection system. The chain drive and magnet banks have been covered.

Sales and export are handled by Oscar Siesbye, with deliveries under way to European and overseas countries.

1-Stop Opens At Syracuse

SYRACUSE — The One-Stop Record Sales Syracuse Corporation, Inc., opens its doors today (13) in the building of the Davis Distributing Company, local Seeburg distributor.

Ed Franklin, a veteran record executive, will be in charge of the office, which is a branch of One-Stop Record Sales, Inc., a Buffalo concern. Bob Desbecker and Ed Lyons head the parent organization, which has been in business for six years.

Lyons said that the one-stop will sell records from major labels and independents at wholesale prices, without taking the customary one-stop mark-up.

Meanwhile Ted Kisil at Davis Distributing said that the firm has remodeled the fourth floor for its service and parts department and has also expanded its office area.

Hub Replaces Gen. Music as AMI Distrib

BALTIMORE — Hub Enterprises, Inc., headed by Sol M. Silverstein, has been named the AMI distributor here. The company succeeds Irv Blumenfeld's General Music Sales Company, which had the franchise for several years. General Music continues as a jobber and game distributor.

The new franchise holder has been in business for 22 years and was a Rock-Ola distributor at one time. Silverstein had formerly been associated with Keeney and Chicago Coin.

Headquarters for Hub is a new 60 by 90-foot one-story building with complete parts and service departments, a modern showroom, and parking facilities.

General manager is Lou Wilner, while George Covellis is in charge of parts and service. George P[illegible] is route manager, and Jer[illegible]e Garonczk heads music service. Joe Calabrese, an 18 [illegible] veteran with Hub, completes the roster of key men.

Background Music Booms But Softly

Sweet Melodies Bend No Ears But Lure 50 Million Listeners Daily

• Continued from page 1

a broad and continuing scale. Over the past 20 years, and particularly in the past 10, it has blossomed into a major business. Today, it is expanding side by side with American industry.

From about 1935 to 1950, background music was mainly a central studio type of operation, with music piped out over telephone wires to tha subscribers' places of business. FM radio stations entered the field in 1949 and 1950, piping out music to subscribers along with supersonic signals to blank out voice announcements. Today, nearly 100 FM stations enjoy added income from background music. Still another type of background music operation was launched in 1954—a self-contained installation, independent of telephone lines and central studios.

All three systems, with continuing improvements and refinements, are in operation today. Competition, and in some instances, combinations among these three basic systems has been accompanied by better service, lower subscriber rates and lower investment costs to the operating firms.

Among the well - established background music organizations is Magna-Music, Tulsa, Okla., with an estimated 130 distributors serving about 265 subscribers with wired music and 290 with self-contained units. Tha self-contained units play 14-inch, 5,000-foot tapes specially prepared by RCA-Victor.

Muzak Corporation, New York, with its own tape-recording studios, has a $10,000,000 tune treasury of background music containing 50,000 selections. Muzak, with its franchises, is tha world's largest user of intra-city telephone networks. Its music is fed to both telephona lines and FM stations via tha central studio method.

J. P. Seeburg, Chicago, is the top exponent of the self-contained background music system, utilizing 45 r.p.m. records. After two to three years of operation, this system, according to Seeburg, is tha fastest growing background music medium. It is handled principally by juke box operators and distributors, and sound system companies as a side-line with established sales outlets. Seeburg's disks, pressed by RCA Victor, are played by on-location units holding 100 records.

Recording and programming background music has become a fine art. Magne-Music, for instance, provides eight different categories of music ranging from Continental tunes to concert music. Its specially-programmed reels for hotels, restaurants and cocktail lounges are divided into luncheon, cocktail, dinner and after-dinner segments. Featured are such selections as "Laura," "Valencia," "Malaguena," "Begin the Beguine," "Blue Tango," "Sophisticated Lady."

Muzak varies its selection programs to fit fatigue periods at factories, with the music growing more stimulating during the mid-areas of the work day. Groups of selections play for 15-minute periods, with two-and-one-half minutes of silence between renditions. Muzak's programs are broken down into five broad categories: office, public area, industrial, travel and spot music. The firm goes to extremes to tailor its services to the place, the time and the activity.

Seeburg has three individual 100-record musical libraries of 600 selections, a total of 1,800 tunes. Each library contains basically the same type of music, programmed from record to record and selection to selection. The numbered records are interchangeable from one library to another, so that distributors are able to "bicycle" records between locations for variety and yet retain the musical continuity of each library. Seeburg regards this "planned sequence of selections" as highly important to the over-all effect of background music. This, combined with a constant volume level thruout, guards against unwanted distriction.

Background music can boast of increasing clerical efficiency, cutting absenteeism, turnover, fatigue and monotony, and counter-acting machine noise. It is credited with bringing added customers into hotels, restaurants, markets and shops, and keeping them coming as repeat customers. It is active on land, sea, and in the air, dispelling passenger fatigue. For these and many more reasons it has come to be regarded as a "must" by progressive businessmen thruout the world.

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SHIPMAN DUPLEX STAMP MACHINES, $10, Triplex, $29.50 each, like new. Folders, direct factory prices. USP Co., 109 Grand, Waterbury 5, Conn.

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☐ Positions Wanted
☐ Routes For Sale
☐ Used Coin-Operated Equipment
☐ Wanted To Buy

Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no
3. Check whether you want Regular or illustrations or cuts.
☐ Regular ☐ Display
4. Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

The Billboard
Coin Market Place
2160 Patterson St.
Cincinnati 22, Ohio

Please insert my ad in "Market Place" and run as indicated below:
☐ Next 6 issues ☐ Next 4 issues ☐ Next 3 issues ☐ Next issue only
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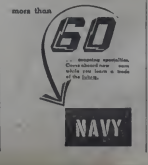

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the Calendar weekly for new events in your area.

January 14—California Music Merchants' Association, Los Angeles Division, monthly meeting, association headquarters, Los Angeles.

January 14—Automatic Phonograph Owners' Association, monthly meeting, 1011 Traction Building, Cincinnati, O.

January 14—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.

January 15—Automatic Equipment & Owners Association of Indiana, monthly meeting, Gary, Ind.

January 15—New York State Operators' Guild, monthly meeting, Gov. Clinton Hotel, Kingston, N. Y.

January 20—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

January 23—Music Guild of New Jersey, annual meeting, Essex House, Newark, N. J.

January 27—Central States Phonograph Operators' Association, monthly meeting, Peoria, Ill.

COINMEN YOU KNOW

Miami

By RAOUL SHAPIRO

With the entire State plagued by bad weather, many coinmen are finding business off greatly from last year. With the citrus and farming areas at a standstill, those operators in the affected areas find collections very poor, and in many cases even worse than during the slack of the summer. . . . In town for the Orange Bowl Classic was Ed Haughton, Palm City Music Company, Fort Myers. Ed came in with his wife and a couple of friends. Also in town from Fort Myers, but on business, was Bill Rogers, E. C. Rogers Music Company.

New Year's Eve seemed to be Jai Alai night for a lot of operators. Seen at a fast glance were Ozzie Truppman, Burt Kahn and Jim Hunter, all of Bush Distributing Company. Also there were Lucky Sknlnick and Doris Shapiro, Music Makers, Inc.; Dave Friedman, American Operating Company, and Bob Norman, Miami branch manager of Southern Music Company. All were accompanied by their mates.

Miller Phonograph Company in Plant City reported they suffered a fire over the weekend. More than $30,000 damage was done by the blaze and only part was covered by insurance. . . . C&L Amusement Company tried to catch a winner at Jai Alai Saturday night. . . . Ronny Shapiro, routeman for Broward Music Company, is laid up with the flu. . . . Very sorry to hear that Murray Gross, Murray Gross Music Company, lost his mother last week. Our deepest sympathy.

Ed Mercer, Orange Blossom Amusement Company, Homestead, reports that tha entire area in that farming section is completely covered by water from the heavy rains of the past week. Ed says many farmers face ruin, and his collections have already shown a decided drop.

Lucky Skolnick is not one to let weather stop him from his beloved horseback riding. Lucky was out last Sunday exercising his horse, even tho the mud was a foot deep. . . . Sydelle Blatt, wife of Willie Blatt, Music Makers, Inc., is getting along nicely after her recent operation. . . . Harry Silverman, Ace Music Company, moaning over the fact that the bad weather has kept him off his boat for the past week.

Max Lebow was perched atop a fire engine during a parade down Flagler Street when he spotted a new location being built. The parada was hardly over before Max signed the owner up for equipment. . . . Bill Bell, shopman for Bush Distributing Company, became a grandfather New Year's Eve, when his daughter-in-law gave birth to a girl.

Denver

By ROBERT LATIMER

Mrs. Marguerite Caldwell, owner of Western Vending Company, spent December vacationing in the Middle Western States. . . . Floyd Kempf, who was formerly a salesman, has been appointed general manager of Western Vending Company of Denver. Western Vending operates major equipment. The coming of the Edsel created half a dozen new locations, said Kempf. Six automobile dealerships, specializing in the Edsel, opened in the Denver area were contacted by Western Vending Company and signed up as vending machine locations.

Tony Avatabile, head of Canyon States Music Company, Phoenix, won good will for the industry recently when he delivered a completely reconditioned, thoroly service-

(Continued on page 96)

JUKE BOX OPERATORS
Get The Billboard's Music Record Programming and Buying Guide
NOW!
Lists 55 years of Song Hits. Directory of Top Record Hits. Lists 1,567 Record Manufacturers and Labels and a directory of distributors.
Just Updated With Latest Information

Save time, effort and money. Send in coupon today.
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Yes I want ( ) copies of The Music-Record Programming and Buying Guide at $1 each. My remittance is enclosed. Please rush to
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This is the *Showbox* Model "H". The juke box with location staying power. Just look: clean-lined styling that's years ahead of anything in sight. Just listen: exclusive multi-horn high fidelity sound that tags it as the juke box with *class*.
Here's show-stage lighting that says "come on and play me". Instant eye-level visibility of all 200 titles—all of the time. Widest expanse of crystal clear wrap-around in the industry. Easiest to play, fastest selection system. No books to page, no drums to turn, no dials to twist. Just simple, push-button speed and accuracy. No wonder the Model "H" stays on, plays on. AMI operators don't get bumped! Call your AMI distributor today!
AMI *Incorporated*
1600 Union Avenue, S. E.
Chicago GRAND RAPIDS Zurich
Originators of the automatic selective juke box in 1927.
Known by operators for the world's most dependable coin-operated music instruments since 1900

Coinmen You Know

• Continued from page 94

ably 75 r.p.m. phonograph to an Arizona State mental institution for mental therapy use.

Mike Savio, Draco Sales, Wurlitzer distributor, reports that a highly unusual car pool is making it possible for Wyoming operators to make more frequent trips into Denver. . . . Paul Scott of Lander, Wyo., and Homer Wampler of Riverton, are scheduling their operations to permit a bi-weekly trip to Denver, each man driving on alternate dates.

A recent rash of tavern and restaurant sales is a headache, according to the Colorado Music Merchants' Association. Almost invariably, the purchaser of an established tavern seeks to rewrite the previous contract and usually wants more money.

Phonograph operators here are watching with concern the bout which George Burns, operator in Greeley, Colo., is experiencing with his health. Mrs. Burns is continuing to operate the routes while her husband is incapacitated.

FIRST ALL-LOCATION LINE

WURLITZER

LEADS THE WAY WITH 50 CENT PLAY

Doyle Harrington, currently heading up a complete vending and music operation in Salida, Colo., recently invested in a set of snow tires for his automobile.

Elton Deines, Boulder, Colo., operator, reports that he enjoyed a rest while 10,000 college students were home for the Christmas holidays. . . . J. L. (Dutch) Siebert, amusement machine operator from Sterling, Colo., has sold part of his route to William Clevenger.

Detroit

By HAL REVES

Vendors and Caterers of Michigan is being organized as a trade association to succeed the former United Vending Association of Michigan, with headquarters in the Fort Shelby Hotel. Formal title of the new association was registered in the names of Robert J. Ryan, F & G Vending, and Robert K. Veitch, Veitch Factory Catering Company. Charles J. Morgan, who was counsellator for the former organization, is handling public relations and organizational details for the new group.

The Sly brothers, Robert and Bill, who have operated the Sly Amusement Company, a juke box route, for about 18 years, are retiring from the field with the acquisition of their company by Sam Willens, Willens' Music Systems, who specializes in major locations. Willens has also acquired part of the route of the Grand Amusement Company, headed by Lou Nemesh.

The father of Harry Norton, Lincoln Vending Company, has been seriously ill with heart trouble. . . . Tony Siracusa, head of Circle Music Company of Dearborn, entered Harper Hospital during the holidays for a major operation. He was expected to be hospitalized for about three weeks.

Maurice J. Feldman, Central Coin Machine Exchange, reminded his friends of the new year with an artistic calendar that had a black plastic silhouette cutout of a hunter out in the woods with his hound. . . . Leo Fournier, manager of Weidman National Sales Company, reports the vending business has slowed up.

Albert A. Weldman, founder of National Sales, now operating and making his home at Vero Beach, Fla., has postponed his expected visit to Detroit. . . . Title to the Coin-O Company, a new firm, has been registered by Irving Pollack. . . . Irving B. Ackerman, longtime legal counsel for various coin machine operators and organizations, was once active in the business himself as head of Detroit Trading Company.

Music Systems, Seeburg distributors, are taking over distribution of the Gould Pool Table, made in Chicago. The company is now under the management of Dick O'Meara. . . . Roy Small, conciliator of the United Music Operators of Michigan, and Mrs. Small, owner of the Juke Box Company, plan to spend part of January and February in Miami. Sammy Sapienza, Eagle Music Company, will operate the Juke Box Company in Mrs. Small's absence.

Arthur P. Sauve is leaving for a two-month sojourn at his winter home in West Palm Beach, Fla. Sauve reports his firm, A. P. Sauve & Son, is selling a lot of bowling games which are going over well since the recent approval for Detroit locations. Dala Sauve, son of Art, will be in charge of the business in his absence.

Boston

By CAMERON DEWAR

Nick Vergas, Profile Amusement Company, Manchester, N. H., in coin row not long ago with time on his hands—Nick went up to ski country. . . . Barbara Mackinnon, girl Friday to Jerry Flatto at Boston Record Distributors, is also bound west June. The lucky chap is fireman Danny Kelliher.

Ed Navraby, Associated Amusements, Inc., seeing operators in Providence, R. I., and Springfield, where he attended the meeting of the Western Massachusetts Music Guild. Ed was host to his employees and their children at the annual Christmas party at the Allston plant. He's a natural for Santa Claus.

David S. Bond and Irwin Margold, Tinmount Automatic Sales Corporation, have returned from their trip to Europe. They met many old friends and made lots of new ones while touring six countries. They report prospects are excellent for an upsurge in the export business. . . . Marshall Caras getting esoteric these days. He bought himself a pair of dachshunds (champions) and will breed them to the same pedigreed line. He's also looking around for a set of bagpipes. The instrument fascinates him.

David J. Baker, president of the Music Operators' Association of Massachusetts, returned from a trip to New York on business for his own firm, Melo-Tone Vending Company, Inc., as well as MOAM. Dan Carr, sales chief of Consolidated Vending Company, came back with him as house guest.

Baker also is greatly encouraged by the receipt of a check for $1,000 from the California Music Operators' Association. This adds to the other donations from MOA and operators who are behind the legal battle of Boston and Bay State operators in their fight against the $150 juke box license fees charged by the city and State.

Memphis

By ELTON WHISENHUNT

Many Memphis music operators reported a big rental business during the holidays for Christmas and New Year parties. Among those who were kept busy on this were Edward H. Newell, Ormah Amusement Company; Douglas Highliff, Rainbow Amusement Company; Allen Dixon, S & M Sales Company; Parker Henderson, general manager of Southern Amusement Company; Drew Canale, Canale Amusement Company; Eddie and June Bodenheimer, Shelby Amusement Company.

Bill Forsythe, Forsythe Music Company, at nearby Millington, Tenn., seen at a New Year's Eve party. . . . So were Bob Harbin, Harbin Amusement Company; Guy and Jack Canipe, Canipe Amusement Company; Clarence A. Camp, owner of Southern Amusement Company, and Johnny Navarre, Poplar Tunes Company. . . . George Sammons, president of Sammons-Pennington Company, Seeburg

(Continued on page 101)

The 'Inside' Story Is SIMPLICITY . . .

Insures years of steady, trouble-free operation for maximum profits

UNMATCHED FOR RICH SOUND QUALITY

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United Phonograph

UNITED MUSIC CORPORATION
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CABLE ADDRESS: UMCORP

WRITE FOR DETAILS . . . MODEL UPA-100

PROFILE OF THE WEEK

Basketball to Law Court

All day long Milton T. Raynor, general counsel of National Vendors' Association, is hustling. Working a 16-hour day isn't unusual, and he has a 25-mile drive to and from his Chicago suburban home in Glencoe tacked on either end. His two phones jangle constantly, and he has a problem in dividing time between clients on the phone and those always waiting outside his office. Lunch doesn't seem a time for relaxation either. Not only does he usually discuss a problem that can't wait with a client, but there always seem to be a couple of people who button-hole him for a quick word.

MILTON T. RAYNOR

. . . driver, not driven

. . . 1933 champs

Each day is jammed, but it would be illusory to conclude that Milt Raynor leads a nerve-jangling life. For he has acquired the habit of relaxation under strain, a habit that makes the difference between the driver and the driven.

In his childhood you find the key to this Raynor trait. He was a natural athlete. Born in 1913, he and a group of other youngsters batted, dribbled and punted their way thru childhood at Robert Emmet Playground on the west side of Chicago. Raynor excelled, and under the guidance of an unusual coach who supervised the playground, Raynor gradually perfected the hallmark of a fine athlete—maximum performance with minimum of wasted effort.

He was All-City in basketball and baseball at Austin High School in Chicago. At the age of 16 he had continuously beaten all his competitors on the ice in the 220-yard and 440-yard sprint. He might well have made the Olympics coming up then, but he wanted to go to college and stuck with basketball and baseball. He won an athletic scholarship to Northwestern University in Evanston, Ill. In 1933 he played forward on the last NU team to win the Big Ten basketball title. (See photo taken of him at that time.)

Raynor went on to the Northwestern Law School after he won the three-year Elbert Gary scholarship award. The NU law school is particularly stringent. Practicing lawyers teaching at the school bait, harass, contradict, and try to befuddle the aspiring lawyer in the classroom. But Raynor had been used to the same kind of treatment since childhood, on the sand lot, on the ice, and later on the varnished court. He walked out in 1938 with a Doctor of Jurisprudence degree.

Having learned the value of relaxation under strain, Raynor chose his office furnishings with a special purpose. They are neither modern nor old-fashioned, for the office was not primarily designed with decoration in mind. It is intended as a place in which to take the sharp edges off long, hard days. FM music runs quietly over a thick rug, across heavy curtains, around ponderous furniture made to be sat in. The two telephones are muted, shelves of books line one wall, family photographs are set in various places around the room.

Within this office business is conducted quickly but quietly. His efficient secretary, Lauretta Vonke, knows the Raynor pattern and arranges details so that he can move in and take a decisive "set shot," as they used to in basketball 20 years ago. Raynor's office almost has characteristics of a retreat, as a place where he can in a sense retire while at the same time keeping up the pace required of an association lawyer.

He was picked to represent National Vendors' Association because of his long experience with different associations, among them the Automobile Dealers' Association, the Cafe Owners' Association, and the Association of Iron and Steel Dealers. Raynor went into association work thru chance circumstance. Back in 1943 he got a call from a man warehousing fruits and vegetables who said the OPA was slapping a $300 fine on him for infraction of regulations he wasn't even aware of. Raynor hustled over, decided the fine was unjust, got together a number of other produce dealers for a meeting, and with their backing went before OPA. A favorable settlement was made and his clients were so impressed that Raynor was installed as full-time counsel.

Impressed with the possibilities of associations, Raynor began a careful and protracted study of the types of legal problems an association can handle, given a representative before legal bodies. It paved off in more ways than one.

(Continued on page 105)

ONE WAY TO BOOM

Chicago Op Strode Into Walgreens, Talked Profits, Landed U. S. Chain

By FRANK SHIRAS

CHICAGO — One day about four years ago, R. J. Sacks, White Vending Company, Inc., strode into the main office of the Walgreen chain and said he could make money for them with bulk venders. He now has machines in 1,000 of the Walgreen and Walgreen Agency Stores, and is rapidly expanding operations to locate venders in all of the 2,800 stores in the chain that is spread thruout the United States.

Using this successful operation as the prime selling ingredient of his sales pitch, a few months ago he struck contracts with four additional chains, tho he declined to name them because operations are still in the early developmental stage.

Sacks' case history is one of an imaginative jump from a small operation. He began in bulk vending with a modest route of pistachio machines in Chicago. Thinking big from the start, he tried to dream up a way of getting around the extremely competitive situation that prevails in the city. Like so many operators, he saw the glitter of a chain-store operation, but unlike many, he seized upon the idea and went straight to the Walgreen main office.

The sales job wasn't easy. He had to start at the bottom of the personnel hiararchy. He based most of his sales talk on reasonable profits that Walgreens could expect, utilizing also his own route to stand him in good stead as a serious businessman. But there was a further catchy ingredient to his sales pitch that clicked and helped him to gradually make his way to the top echelon.

The typical drugstore isn't big. Management wants to utilize every square foot of space. It is difficult to make use of the area in the im-

(Continued on page 104)

Final Planning For NVA May Confab Begun

CHICAGO — The convention planning committee of the National Vendors Association met last Tuesday (7) at the Graemere Hotel in Chicago to begin the process of finalizing plans for the forthcoming convention at the Deauville Hotel, Miami Beach, May 1-4.

Because of the unique Florida setting, it was decided not to have any business meetings or exhibits on any afternoon of the convention, said Milton T. Raynor, general counsel of NVA. It was felt that much more could be accomplished before noon and in the late afternoon during the four days of the convention. Accordingly, it was decided that there would be concise business meetings on Friday and Saturday mornings, and that exhibits would be open after 3 p.m.

(Continued on page 98)

Vending Co. Sues Three Mass. Unions

Court Froze Bay City Union Funds; Hears Labor Petition of Stoppage

BOSTON — After successfully frustrating efforts of the Teamsters Union Local 841 to force unionization of its working force of 150 last July (Billboard July 29), Automatic Merchandising Corporation of Medford two weeks ago took legal action to bring to light the strong-arm methods employed by the union.

In Suffolk Superior Court it was revealed that AMC had tied up personal bank accounts of the two top leaders of the Boston Central Labor Union. Both President Thomas Healey and Secretary-Treasurer Stephen McCloskey as well as the union are being sued for $75,000 each. The Teamsters Union, headed by Domenic Zenga, also is being sued, along with officials of the International Chemical Workers Union.

The suit charged that the three groups had embarked on "a master plan of coercion" against the company and workers of AMC. It also accused the Teamsters with intimidation, threats and violence.

The action came to light when a motion was filed in the equity session before Judge Jesse W. Morton to dissolve attachments on the bank accounts of the union officials.

In a declaration filed by AMC it was charged that union officials of the Teamsters came to the plant last July 12 and demanded that company officials sign over the employees as members of the Teamsters Union. The union represents vending machine and juke box servicemen, among others.

The union organizers turned down the company's offer to submit the proposal to a certified vote under National Labor Relations Board supervision. The union organizers said "they didn't believe in elections," which "had no place in their plans." William C. McConnell Jr., AMC president, says he filed for an election last July with the Massachusetts Labor Commission but the move had been consistently opposed by the Teamsters.

McConnell also pointed out that he had no objection to his employees joining the union since the company paid as well and, in some cases, better than union standards. But he said he was unwilling to let the employees sign away their rights without a secret ballot.

Master Plan

After the company's refusal to turn over to its employees to the union without a vote, the three labor groups started their "master plan" to force the company to co-operate. The Chemical Workers Union was charged with having co-operated with the Teamsters Union in an attempt to force the Monsanto Company in Everett to have AMC remove its vending machies from Monsanto property unless AMC agreed to bargain with the Teamsters.

It also was charged that the

(Continued on page 105)

BULK BANTER

Write your likes and dislikes, news and views of bulk vending to the Bulk Banter editor, The Billboard, 188 West Randolph, Chicago 1.

By FRANK SHIRAS

Paul Washburn, The Penny Merchant, Abilene, Tex., takes a dim view of recent Billboard coverage which gave Arizona operators credit for development of point-of-sale poster display cards set within the globes of capsule venders. Washburn says he has been using similar cards for at least two and a half years. He writes: "Shortly after the capsule machines came out I realized that they made very poor merchandisers for impulse selling and I devised a card covered with colored art paper on which I mounted various charms. The effects of setting the merchandise out by this means gave sales a shot in the arm for some time, but like all good things in this business it does not last. I still use these cards from time to time but they must be used with care."

Michael Goldberg, A & G Guon Vending Corporation, Franklin

(Continued on page 107)

BILL-CHANGER TEST

ABT to Locate 12 Models This Month

CHICAGO — Pilot models of its new dollar-bill changer will be put on location by the ABT Manufacturing Corporation by the end of this month, and barring major design changes, full production will begin by the end of April, according to an article in the current issue of Vend magazine.

National Rejectors, Inc., and the Vendo Company are two other firms known to be working on a bill changer, altho neither firm will disclose progress or possible production dates. National is known to have tested a hand-built prototype, however.

William A. Patzer, president of ABT and designer of the machine that returns change for dollar bills, announced that 12 machines will be located in six different cities during the experimental period. Chicago will have one, New York City, Los Angeles, San Francisco and Miami will get three each, while one machine will be located in Dallas.

Strictly service type units, the machines will not vend merchandise along with change deliveries. To be placed on a "loaner" basis, with ABT retaining ownership the changers will be placed in banks, supermarkets, transportation termi-

(Continued on page 106)

VENDORAMA® SUPER MART®

New Features

10c and 25c Capsule Vending Gives You Greater Profits.

Holds 200 of the New 1½" x 1½" V1 Capsules

Be first in your territory with this tested and proven outstanding Money-Maker.

V1—1½"x1½"

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Sensational 210 Ball Gum Vendor

FAST PLAY
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Direct LOW Factory Prices

BUBBLE • CHICLE
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Bubble Ball Gum, 140-170 B	$7.75 lb.
Chicle Ball Gum, 150 ct.	$6.75
Clor-o-Vend Ball Gum	.60/lb.
Clor-o-Vend Chicle, 200 ct.	.60/lb.
Tablets Chicle, 250 ct.	.60/lb.
Tablets Chicle, 1 oz. x 250 ct.	$7.75
Tab issue sticks, 100 ct.	50c box
p-Mints Gum, 100 packs	$1.00

F.O.B. Factory 250 Lb. Lots

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54 YEARS OF MANUFACTURING EXPERIENCE
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2¢ SCALE

Doubles Your Profits

Greatest Money Making Scale on the Market

$20 deposit puts it to work for you
Good indoors or out
Produces up to 300% profit
Wins Customers for Locations
Two machines in one—weighs bulk fortunes

Foolproof — guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month. (4"x21"; 4 tall 15" with plate 'n'ice mirror! Double-coat porcelain and baked enamel finish; stainless steel mouldings; choice of colors. $20 deposit, $5 per month. Shipping weight, 150 lbs.

AMERICAN SCALE MFG. CO.
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Send more details ☐ Send scale ☐
$20 deposit enclosed ☐

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With qualified sales organizations in bottle LOW-PRICED LINE OF CIGARETTE VENDORS 3 SIZES.

Nuts liner quality—retail lower in cost

We also manufacture vendors for candy, cookies, pens, stamps, perfumes

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LOS ANGELES 23, CALIF.

SCHOENBACH STAMP VENDORS

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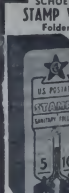

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$24.50 ea.

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STAMP FOLDERS Very Low Prices

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BALL GUM VENDOR

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$19.75 ea. Holds 12 lbs. 210 ball gum

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Order Now From Victor's Southeastern Distributor.

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1784 N. Decatur Road N.E.
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Final Planning

• *Continued from page 97*

on Thursday and after 4 p.m. on the remaining days.

Said Raynor, the abundance of easily accessible recreational activity at Miami Beach and in the Dade-Dade itself makes it advisable that NVA not attempt organized recreation. However, at convention headquarters there will be a booth at which any convention goer will be able to quickly obtain information or make any arrangements for recreation that he may desire.

Besides Raynor, the planning committee was made up of co-chairman Rolfe Lobell, Leaf Brands, Inc., and Paul Grauman, King & Company, Chicago.

MANDELL GUARANTEED USED MACHINES

H W Model 49 1c or 5c	$16.50
H W DeLuxe 1c & 5c Comb.	19.00
H W Model 21 1c	7.75
H W Model 21 1c Parts, Converted for 10c or 25c	4.50
Silver Vend 1c & 5c or Mdse.	6.00
AMT Gum	30.00
Acorn 1c or 5c	9.50

MERCHANDISE & SUPPLIES

Almonds, 5 lb. each	2.00
Assorted Nuts, Combo Bowen	.27
Balance Nuts, Large Tally	.25
Pistachio Nuts, Vendor's Mix	.27
Pistachio Nuts, Shell	.42
Cashews, Roasted	.60
Cashews, Raw	.60
Peanuts, Spanish	.23
Peanuts, Jumbo	.23
Peanuts, Salted	.23
Fudge Balls, 250 ct.	.33
Gallbaum Pellets	.33
Gallbaum Salted Beans	.33
Jelly Beans	.33
Jelly Bean Gems	.33
Jumbos, 500 ct.	.33
M & M, 250 ct.	.33
Hershey's Chocolate Drops, 500 ct.	.27
Slim Slim Gum, 50 ct.	1.20
Bazz Bar Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Spin Bin Ball Gum, 100 ct.	.33
300 lb. minimum, prepaid on all Gum Ball Orders	
Gaeno Balls, 40 Flavors, 1 lb.	.60
Wrigley's Gum, All Flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 300 ct.	1.40
Assorted Gum Ball Machine Assortment	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.

1/3 Deposit, Balance C.O.D.

STAMP FOLDERS, Lowest Prices. Write

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MOE MANDELL
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Experienced Operators Say:
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PROVE IT TO YOURSELF!

Just try a Model 49 all product vendor on your route and see for yourself how you can make more money. It's available in 1c, 5c or 10c play. Write for complete details of this and other Northwestern money makers today.

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5¢ HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c

$25.00 DOWN
BALANCE $10.00 PER MONTH

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MAN... IT'S OUT OF THIS WORLD!

The new Victor Super Mart with the bright new 25c capsule vending! Man! It's the most . . . for profits.

Write, Wire, Phone Immediately

STANDARD SPECIALTY CO. 1028 44th Avenue Oakland, California

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Capable, energetic man or organization wanted for a sensational new coin operated

COFFEE-CHOCOLATE MACHINE

Operator's cost $37.50

A well engineered unit, beautifully designed by nationally known manufacturer. *Fully guaranteed.* Liberal profits.

Established distributors wanted. Write, write or visit our showroom.

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SPUTNIK
GLO-RINGS
$15.00 Per M
FREE ADVERTISING LABELS at your distributor or...
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662 Madison, Memphis, Tenn.
AMCO, VICTOR, GAF, SOUTHWEST-ERN, SEAF GUM, CHARMS.
Member Nat. Vend. Mch. Dist., Inc.
Write for NEW catalog.

INSIST ON
STAR BRITE BALL GUM
Save Money!
IMMEDIATE SHIPMENTS!
Meeting the biggest sales in our history with enlarged facilities that ensure perfect shipment of your orders
9 COLORS
7/8 SIZE
FLAVORS
210—170—140 BALL GUM
Also Cramer's "KING" SOLID BALL
Ask your distributor to stock Cramer's "Star-Brite" for you!
CRAMER GUM CO. INC.
156 Greene Street
East Boston 28, Massachusetts
Member of National Vendors' Assn.

7 KEENEY VENDERS
Bring 7-Way Profits!
• New Keeney "22" Riviera Electric Cigarette Vender
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MUSTARD SEED PENDANT
"If ye have faith as a grain of MUSTARD SEED Nothing shall be impossible unto you."
$13.50 PER 1,000
FREE LABELS
SAMUEL EPPY & CO., INC. 91-15 144th Place Jamaica 35 L.I. N.Y.

DON'T PERMIT YOUR MACHINES TO SLEEP DURING WINTER MONTHS
Wake 'Em Up With
MUTTNICK!
It's a timely gimmick that will give your machines some real action. This cute little dog sits on a stool, wagging his tail and barking at crystal balls, actually begging for the customers to feed the machine so he can be taken out. Vends one at a time to all machines. Asstd. colors.
$7.50 per 500 Pieces
Labels available at your distributor or
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Longacre 5-7574

INDEPENDENT DISTRIBUTORS WANTED
HOT 3-WAY
Coffee, Soup, Chocolate Vending Machines. This is a BIG profit machine with a LOW retail price tag. This machine is particularly hot for marginal and secondary location. Machine dispenses largest nationally advertised brand products. Also available to aggressive salesmen or route organizations. Completely automatic Popcorn Machine. Write for information for our complete line.
MANUFACTURERS ALLIANCE CORPORATION
17 North 9th Street
Minneapolis 3, Minnesota

the new **OAKS "PREMIERE"**
vends Ball Gum and Picture Card *both for* 1¢
Perfectly legal in every city in the U. S. A., the "Premiere" holds 800 cards and 1000 ball gum, features a separately locked cash box to permit location owner to refill cards and ball gum in his absence, and the same tool-proof coin mechanism as our best selling Acorn Vendors.
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The all-time favorite of the vending business. Vends all 1¢ and 5¢ bulk merchandise. Tamper-proof with a pick-proof lock, fills from top through wide globe opening—dispenses from bottom. Guaranteed mechanically perfect—the our machine with virtually no depreciation—today's Acorn looks the same as the original!
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DATE DAGGER PINS
Wear them Crossed if you're going steady. Wear them side by side if you're unattached.
VACUUM PLATED WITH PINS
LOTS OF 1,000 ..... $15.00 M
LOTS OF 5,000 ..... 13.50 M
FEATURE LABELS INCLUDED FREE
SOLD ONLY THROUGH DISTRIBUTORS
STANDARD SPECIALTY CO. 1028 46th Avenue Oakland 1, California

THIS WEEK'S SPECIAL
NATIONAL 9ML
Only $135.00
Limited Quantity at This Price
GUARANTEED SAME AS NEW
Write, wire or phone Telephone: 20592
T. O. THOMAS CO.
1572 JEFFERSON
PADUCAH, KENTUCKY

LIVE DISTRIBUTORS WANTED
For the greatest money maker in its field, Coin Machine Operators in all parts of the country are adding Swami and Madam X napkin machines to their routes. Swami and Madam X has more location potential than any other coin machine, because you can place from 10 to 40 or more units in each restaurant location. A natural for juke box operators.
Swami and Madam X is the only machine of its kind in the world, no competition. Our Los Angeles distributor sold approximately 80,000 units in three and a half years.
Write today for proof and free information and demonstration.
F. E. ERICKSON CO., INC.
P. O. BOX 2666 M. SACRAMENTO, CALIFORNIA

CIGARETTE AND CANDY MACHINES
Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.
STONER, 8-COLUMN CANDY, 160 capacity, prewar model ... $110.90
STONER 8-COLUMN CANDY, 102 capacity, prewar model ... 80.00
STONER 8-COLUMN CANDY, 160 cap., postwar changeover. 175.00
STONER 8-COLUMN CANDY, postwar, 5-10-25 ... 165.00
NATIONAL CANDY, 9-column ... 90.00
ROWE CRUSADER CIGARETTE, 8-column, 25¢ & 30¢ comb. ... 85.00
EASTERN ELECTRIC CIGARETTE, 10-col., all cents, 25¢ & 30¢ ... 125.00
All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.
NATIONAL VENDING SERVICE CO.
308 Furman St. Brooklyn, N. Y.
TRiangle 5-1357

OPERATORS!
Here's a Legal Counter Game that makes You Big Money!
• Proven money maker — location tested for 5 years.
• Manufactured by an old-time operator.
• Size is 6" deep by 8½" wide by 16" high.
• UNLIMITED GUM CAPACITY.
• Holds up to $35 in pennies.
• NEVER A SERVICE CALL.
• All Bulls Eye Hits Scored Separately.
DISTRIBUTORS:
Exclusive territories available now! We'll accept a limited number of qualified distributors for this sensational game!
C-C VENDING MFG. CO.
214 S. Howard St., Baltimore 1, Md. Phone: Plaza 2-1300

ATLAS MASTER
Penny-Nickel BALL GUM-CHARM VENDOR
CAN BE FINANCED!
Write for Full Details
SURE-LOCK, the perfect capsule. Outstanding items. Send $2.50 and receive 100 high quality filled capsules. Contains our complete line.
Send 35c for Sample Kit of Charms
EXCLUSIVE NATIONAL SALES AGENT
World's Largest Selection of Miniature Charms
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2538 MISSION STREET PITTSBURGH 3, PA.

GIVE TO DAMON RUNYON CANCER FUND

New Compact Bowlers Gain Quick Attention on Market

Manufacturers Feel Games Fill Bill at Many Spots Where Space Is at Premium

CHICACO — The new 1958-style bowling games, compact in size, relatively low in price and featuring novelty play features, have established a sturdy beach-head on the game market.

Models of this type by two different manufacturers are currently on the market, another manufacturer will follow in the weeks ahead with a model of this type, and still other manufacturers are watching developments closely.

Bally Manufacturing Company, first on the market with a compact novelty-type bowler, All-Star, reports early expectations already fulfilled. Said Herb Jones, vice-president, "We very definitely plan to continue with this small bowler line. We intend to keep the 'ball gun' idea the basis of the new line as a vehicle that tests player's timing and skill."

Jones said that Bally had planned the game as an answer to locations that required a relatively small, compact machine that would fit into spots unable to accommodate a larger ball bowler, and, he said, demand has matched predictions.

Williams Manufacturing Company, in shipment last week on its Ten Strike and Ten Pins models, expects similarly good returns. Art Weinand, sales manager, said that while it was still too early to tell how far the game will go, "it looks very good." One of the Williams models is a replay, match model, and one a regular model. Both have similar play features in all other respects.

Bill DeSelm, United Manufacturing Company sales manager, announced last week his firm's intention to enter the "small bowler" field with a model offeriog "something different" in play features.

Other manufacturers, sitting tight at present, may decide within the next few weeks to join the "small bowler" parade.

In the meantime all bowling game manufacturers intend to continue production and sales of the larger ball bowlers.

Chicago Approves

Both the Bally and Williams "small bowler" models (with exception of the Williams replay model) have been licensed for operation in

(Continued on page 105)

'KEGLERS' GO TO GERMANY, DEUTSCH STYLE

BINGEN, Germany — Loewen-Automaten, large German coin machine distributors here, are expecting what is probably the first shipment of new U. S. coin games specially produced for the German market.

Bally Manufacturing Company, Chicago, began shipment last week on a large order for new Strike Bowlers and All-Star Bowlers with backglasses specially screened in the German language.

The Strike Bowlers, for instance, will bear the inscriptions of "Bally Keglers," and instructions for play and other wording inscribed on tha games will be in German.

Herb Jones, Bally vice-president, said that this was the first time a large enough order for new games was placed by a firm abroad to justify the added expense of special backglass screening. He interpreted it as a healthy sign that new game equipment from the U. S. is in increasing demand. Bowling games are gradually gaining more and more popularity in Germany.

Bally Ships Target-Roll, Novelty Game

CHICAGO—Target-Roll, a new novelty amusement game, was shipped to distributors last week by Bally Manufacturing Company.

Players shoot steel balls with a ball plunger, similarly to play on a pinball game, but scoring more closely resembles that of a roll-down game.

Object of the game is to match the target established by the first ball shot. Ball bole targets on the playfield are numbered and correspond to light-up numbers on the backglass.

Thus if the first ball shot lands in the "100" hole, player attempts to land second ball in a hole numbered "100." If be succeeds, his score is registered on the backglass and he shoots a third ball, attempting to match it, in turn, by the fourth ball. He continues to shoot until he fails to match, or until a ball lands in an "out" hole.

Backglass score reels record scores for a single player via four-digit reels. Game is available with nickel or dime coin chute. Size is comparahle to that of a five-ball pin game.

Player can compete for high scores as well as for target-match. The game has no replay mechanism and no score cards. Separate panels on backglass light np to instruct player to "shoot for new target" or "shoot to match target."

N. Y. State Coin Org To Go Slow in City

Local Union Problems to Be Solved Before Gotham Membership Drive Gets Under Way

NEW YORK—The drive of the New York State Coin Machine Association to recruit membership in the New York City area will proceed at a slow pace.

In a meeting at the Henry Hudson Hotel here Wednesday night (9), officials of the State group, meeting with representatives of the three local associations agreed that the up-State membership must be consolidated, and New York City problems must be ameliorated before any widespread recruiting drive in the city can get underway.

The four-month old State group has as its objectives the creation of a State-wide public relations machine and the eventual appointment of a legislative representative in Albany.

City Support

Originally, the group was to have consisted of operators from outside the New York City area. However, it was soon decided that support from the New York City area was needed to make the organization truly effective.

Local representatives at the meeting were Joe Connors, representing the Music Operators of New York; Teddy Blatt, representing the Associated Amusement Machine Operators of New York, and Carl Pavesi, Malcolm Wein and Lou Tartaglia, representing the Westchester Operators Cuild.

All five men agreed that the need for a State organization is great, and all indicated that they would encourage their membership to join the association.

Healthy Debate

Differences of opinion arose as to how the State group should nperate. These differences were vigorously debated at the meeting. Tom Creco, NYSCMA president, said the State group would not attempt to interfere with local problems, but would confine its activities to State-wide issues.

He added that the State group would encourage local organizations in areas where no sucb organizations exist, and would work with

(Continued on page 105)

United Roadman On Western Trip

CHICAGO — John Casola, United Manufacturing Company sales representative, is covering points west this week.

Enroute now to Dallas, Casola will visit with operators and distributors in Texas, Arizona, and California.

Quincy Stand: No Complaints, Why Ban Pins?

QUINCY, Mass. — This South Shore city took a different view of pinball machines than several Massachusetts communities which have recently banned the devices. It refused to outlaw the games at the request of Norfolk District Attorney Myron N. Lane.

Both Police Chief William Ferrazzi and Licensing Board Chairman Thomas F. Gorman said that no complaints of gambling on the machines had been received. The city council then formally rejected the request by the district attorney.

Argentine in U. S. to Survey Game Models

CHICACO — Alberto Farina Rice, electrical appliance manufacturer of Buenos Aires, visited Chicago and New York amusement game firms last week, in a survey of U. S. products.

Rice hopes to manufacture amusement games in Argentina, a high potential market currently saddled by import restrictions.

If be is successful in gaining a license to manufacture U. S. games in Argentina, or in producing games of his own make, he could command a booming market in the South American country. Argentina has long been recognized as a nation of great promise in the coin machine field.

Rice expressed some surprise at the seemingly limited variety of games now in circulation here, but hopes to pick up some ideas for home manufacture after having a look-see at the varied stock of games available from Arcade game manufacturers and distributors. He's also interested in pinballs and bowlers.

United Preps Small Bowler

CHICACO — United Manufacturing Company is working on several new projects in the amusement games field, Bill DeSelm, sales manager, said last week.

Among the new games, according to DeSelm, is a "smaller type" bowler. Details on the game will be provided in the near future. Only definite word on the new model to date is that it will have something different in play features.

Ohio Ops Petition For Pin Rehearing

Expect Decision January 15; to Go on To U. S. High Court if Refused Review

COLUMBUS, O.—The following developments occurred last week, following the decision by the Ohio Supreme Court upholding ordinances of the City of Columbus banning pimball games:

1. Legal counsel for operators filed a petition for rehearing of the case in the State Supreme Court.

2. A decision by the court on whether to rehear the case is expected Wednesday (15) or on the following Wednesday.

3. Operators intend to take the case to the U. S. Supreme Court if their petition is denied.

The petition for rehearing is considered a delaying action, since the court rarely grants a rehearing on decisions.

Further delay of enforcement action against pinballs under the Columbus ordinances world be gained were the case taken to the U. S. Supreme Court. Operators would have 90 days from the date of decision on the rehearing in which to file for a U. S. high court hearing. A fight before tha U. S. court could further postpone final decision for a full year.

In the meantime, Columbus law enforcement officials plan to hold off on enforcement of tha ordinances banning pinballs until all action is brought to a close (The Billboard, January 6).

The Ohio Supreme Court ruled that Columbus ordinances banning exhibition, ownership and display of pinballs are valid.

The decision is regarded as "opening the way" for cities thruout the State to enact similar legislation ousting pinballs. Following the State Supreme Court decision, the City of Toledo moved to reinstate criminal proceedings against persons arrested in 1956 in a pinball test case.

The State high court decision came in two declaratory judgment actions filed by pinball operators to test validity of the Columbus ordinances and to enjoin city officials from interfering with machine operations.

Natl. Embarks On Distrib Plan

ORANGE, N. J.—The National Shuffleboard Company has embarked on a distributor sales program, with an estimated 25 distributors to be named thruout the country.

This system replaces the direct factory sales set-up which National had used for several years. Latest distributor to be named is Richard T. Forry, York, Pa., for Central Pennsylvania. Forry is a director of the York National Bank. Clarence Zweizig is sales and service manager.

Ed Martell, National sales manager, left this week for a two-week trip thru the Midwest, Southwest and West Coast. Purpose of the trip is to interview and appoint distributors.

N Y. High Court Enjoins Union From Picketing

• Continued from page 93

Until such a trial is held, the temporary injunction is in force.

Picketing

Late this week, Local 19 was still picketiog locations served by Local 1690, as the injunction had not yet been served. As soon as the injunction is served, Local 19 is barred from picketing.

MONY has contended that Local 19 exists primarily to drive MONY members from their locations and to harass Local 1690, with which MONY has a contract.

However, the union picture is still unclear, even with Local 19 out of the picture temporarily at least. Members of the Associated Amusement Machine Operators of New York met late in the week to vote on union affiliation. Game operators currently have no uniou affiliation.

The game men will vote for either 1690, whicb has entered the game field, or for Local 202 of the Teamsters, a recent entry. Officials of Local 202 said that if they affiliate with the game operators they will attempt to move into the juke box field.

Coinmen You Know

• Continued from page 96

distributor, stayed home during the holidays.

Murris Berger, owner of Berger Amusement Company In nearby West Memphis, Ark. reports progress on a swank Memphis restaurant specializing in Mexican food. . . . Dan Levin, Standard Automatic Distributing Company, Little Rock, Ark., the Wurlitzer and Bally Distributor, entered St. Vincent's Hospital December 20 for an emergency appendectomy.

Twin Cities

By MAURICE BERNSTEIN

The Christmas season stimulated quite a demand for equipment for home use, reports Jim Christiensen, Automatic Games Supply Company, St. Paul. Dozens of families were in to purchase juke boxes, bowling machines and pool tables to convert for use in home recreation rooms, he says. . . . Christmas shopping brought several operators to Minneapolis from out of the State, among them Glen Bischel, Chippewa Falls, Wis.; Mr. and Mrs. Jack Backus, Jamestown, N. D.; Stanley Baeder, M-W Specialty Company, New Rockford, N. D.

Tom Ross, formerly of La Beau Novelty Company, St. Paul, has joined the staff of the Mayflower Distributing Company in the same city. Mayflower just acquired distributorship of the new United music machine. . . . Making their regular rounds of distributors to pick up supplies and look for new equipment were Roy Hagen, Slayten, Minn.; Ike Pearson, Mitchell, S. D.; Arnold Brevik, Watertown, S. D.; Ed Kubes, New Prague, Minn., and John Buterac, Arrowhead Amusement Company, Hibbing, Minn.

Los Angeles

By SAM ABBOTT

William Cook, an operator in Australia, visited the West Pico Coin Row recently . . . Birger Pettersson of Furuvick, Sweden, operator of Birger's Tivoli, an Arcade, dropped in to see Paul Laymon at Paul Laymon, Inc. here. Incidentally, Lucille and Paul Laymon's Christmas display at their home was judged the best of its kind and was the subject for an article in a national home-makers magazine Bob Hathway was accompanied by his wife and daughter on a recent buying trip here from Oxnard.

Ed Pharris was in the city from Coalinga . . . Glenn Jewett of Canoga Park was another out-of-town buyer last week . . . John Huntsman was visitor from La Mesa . . . Walt Shinkal, well-known San Diego music and games operator, made the Pico rounds to see what the distributors and jobbers had to offer.

Milwaukee

By BENN OLLMAN

Badger Candy Club will hold its first meeting in 1958 at the home of newly elected president, John Gray, Hershey Chocolate Corporation. Members recently completed voting by mail for new board of directors. Named were Marvin Adrion, Sperry Candy Company; Richard J. Beyer, Beyer-Faith Associates; Albert E. Cliff, Farley Candy Company, Bernard Hirsch, Hirsch-Kampen, and Stan Kazmierczak, George Ziegler Company.

Red Jacomet reports that his firm could have filled a huge number of rental requests for juke boxes for holiday parties. "Don't want them, we lost money on rentals," he claims. . . . Big demand exists for spare parts for Silver King bulk vending machines, according to Ray Van Toor, parts boss at Badger Novelty Company.

Christmas disks sold better than ever this season, according to Harold Reitz, RCA Victor disk distributor boss. Increased number of 200-play juke boxes on location have been a boon to disk firms, he claims. . . . Victor Music in Madison is winding up plans for its new disk one-stop in its State Street store. Pops buyer Arlene Edwards claims that the many requests from Madison ops and those in the Western part of the State led to the formation of the one-stop section.

Herb Geiger notes that there were virtually no adverse reactions to recent change in milk vending when price rise caused venders to change to half-pints. "We posted signs on the equipment explaining why we had to change to smaller units," he says.

Bibs De Rusha, Fond du Lac, Harry Kososki, Niagara, and Tony Hirt, Sheboygan, were among the out-of-town operators stopping in at Radio Doctors for holiday music, said Stu Glassman. . . . Optimistic over the outlook for 1958, Clarence Smith, Milwaukee Amusement Company, reports that all new machines going out to locations are set at straight dime play.

Favorable weather this spring will advance plans for erecting the new wing to the Paster Distributing Company building, according to Sam Cooper. . . . Cold weather has been a shot in the arm for the coffee vending business, says Mrs. John Cocking, Automatic Coffee Service.

In town over the holidays shopping for disks and equipment were Mr. and Mrs. Elmer Schmit and their family from Hilbert, Wis. Also making the rounds of distributors were Neil Nate, Lake Delton, and Walter Tetting, Oconomowoc . . . "The day after Christmas we took off all our Christmas records" reports Eddie Puzia, Triple A Amusement.

Newest man on the United, Inc., payroll is veteran coinman George Klamm. He has taken over the chores formerly handled by Walter Fischbach as salesman and good-will man on the local scene for the Wurlitzer distributor.

(Continued on page 103)

Eastern Names Distrib Group

NEW BEDFORD, Mass.——The Eastern Electric Company has discarded its factory sales program for a distributor organization. The following distributors have been named:

Automatic Games Supply Company, St. Paul, Minn.; Automatic Music Company, Tulsa, Birmingham Vending Company, Birmingham, Ala.; Brady Distributing Company, Charlotte, N. C.; Bush Distributing Company, Jacksonville and Miami; Coin Automatic Music Company, Johnson City, Tenn.; Commercial Equipment Company, Fort Smith, Ark.; R. F. Jones Company, Denver, Portland, Ore.; Salt Lake City San Francisco and Seattle, and the B. D. Lazar Company, Pittsburgh.

Also, S. L. London Music Company, Milwaukee; Sandy Moore Distributors, Long Island and New York; Roanoke Vending Machine Exchange, Bristol, Va.; Charleston, W. Va.; and Richmond, Va.; Robinson Distributing Company, Atlanta; Shaffer Music Company, Indianapolis, Cincinnati and Columbus, O.; Siegel Distributing Company, Toronto and Montreal; Vendall Service Corporation, Chicago; W.B. Distributors, St. Louis; W. B. Music Company, Kansas Corporation, Houston, and the R. Warncke Company, Dallas and San Antonio.

Bull's-Eye Bows; Combo Gum-Game

BALTIMORE——A penny ball-gum machine touted by the manufacturer as a "legal counter game" was announced last week ready for nation-wide distribution by the C-C Vending Manufacturing Company here.

The machine, called "Bull's-Eye," dispenses a gum ball for each penny inserted, according to Hyman Carpman, head of C-C, an operating company which manufactures the piece.

Object of operation is to hit the bull's-eye, located on a nail board which forms the front of the machine. Small gum globe is mounted on top of the machine. With insertion of penny, gum ball drops down in front of board, with nails deflecting its course.

No mention was made by the company of prizes to be offered in event of scoring a bull's-eye, but presumably locations would offer some reward for a hit. Price was not specified.

According to the firm, the machine holds $35 in pennies. No gum capacity was specified, altho the globe is very small, with total size of the unit measuring 6 inches deep, 8½ inches wide, 16 inches high.

Carpman said he has manufactured and sold the unit in the Baltimore area for the past three years and claims to have 300 machines in the Baltimore area and 300 more in the surrounding area.

"CONSOLETTE"
Replaces from 4 to 8 Wallboxes!

• Remote control
• Volume control
• 16"x27"x18"
• Ship Wt 60 Lbs.
• Distributorships Available

SALE! Williams HI-HANDS LIKE NEW $165

REX CALL HARRISON 2-8255 COIN MACHINE DIST. CORP. 821 So. Salina St. Syracuse, N. Y.

NEED 1,000 USED—AS IS SHUFFLES & BINGOS IMMEDIATELY!!
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Showroom: 599 Tenth Ave. N. Y. 19, N. Y. CHickering 4-5050

AUCTION SALE

I will offer for sale at public auction in Hamlet, North Carolina, at 10:00 a.m., and Bennettsville, South Carolina, at 3:00 p.m., Tuesday, January 28, 1958, the following music and other coin-operated machines: 18 A.M.I. 22 Rock-Olas, 41 Seeburgs, 5 Wurlitzers, 2 Evans Constellations, 7 Select-o-Matic Wall Boxes, and various pool tables, shuffle alleys, Bally games and weight scales Most of the above machines are late models. Detailed inventory listing models will be furnished upon request.

P. K. SANDERS
District Director of Internal Revenue
P. O. Box 1978
Greensboro, North Carolina

SHAFFER

SEEBURG 3W1 100 WALL BOX $49.50
SEEBURG V-200 200 SELECTION $849.50
Answer Dime Play the Shaffer Way!

SPECIALS

WURLITZER
MODEL 2000 . . . . $695.00
AMI
MODEL "G" 200. . . . . . $695.00
SEEBURG
HF100R $695.00
HF100G 595.00
M100C 495.00

CIGARETTE MACHINES
Eastern Electric 8-Column . . $ 69.50
National 9-Column 119.50

Write for Illustrated Catalog

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CINCINNATI, OHIO, 1889 Central Pkwy. MA 1-6310
INDIANAPOLIS, IND., 1327 Capitol Av. ME 4-3571

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THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS Equipment and prices listed below are token from advertisements in The Billboard for the period showu. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an outhoritatlva reflection of what prices should be on used equipmeut. Prices in the Index are designed, however, to be a handy guida for price ranges. Any price obvinusly depends on the condition of the equipment, age, tima on location, the territnry and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices nf which a machine has been advertised for tha period indicated and reflects tha dominant advertised price level. It is not a simplo average between the "high" and "low." High and low indicota price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" on "distressed" equipment.

(For 10-week period ending with issue of Jonuary 6, 1958)

MUSIC MACHINES

	High	Low	Mean Avg.
AMI			
Model C-40	$ 95.00	$ 95.00	$ 95.00
Model D-80 (51) 40 sel., 78 RPM	225.00	225.00	225.00
Model E-40 (53) 40 sel., 78 RPM	275.00	225.00	225.00
Model E-80 (53) 80 sel., 45 RPM	350.00	325.00	350.00
Model E-120 (53) 120 sel., 45 RPM	425.00	275.00	350.00
Model F-80 (54) 80 sel., 45 RPM	485.00	485.00	485.00
Model F-120 (54) 120 sel., 45 RPM	595.00	450.00	565.00
ROCK-OLA			
1428 (48) 20 sel. 78 RPM	$ 75.00	$ 30.00	$ 75.00
1432 (50-51) 50 sel., 78 RPM	95.00	9[illegible].00	95.00
1432 Rocket	100.00	95.[illegible]	100.00
1434 (50-51) 50 sel., 78 RPM	150.00	95.00	145.00
1434 Fireball	195.00	13[illegible].00	135.00
1434 Rocket	150.00	135.00	145.00
1436 A-(53) 120 sel., 45 RPM	229.00	229.00	229.[illegible]
1438 (54) 120 sel., 45 RPM	395.00	395.[illegible]	395.00
1446 Hi-Fi 120 sel., 45 RPM	445.00	445.00	445.00
SEEBURG			
HM-100-Hideaway (9/49)	$149.50	$149.50	$149.50
M-100-A (9/49) 100 sel., 78 RPM	275.00	69.50	195.00
M-100-B (10/50) 100 sel., 45 RPM	425.00	300.00	385.00
M-100-C (5/52) 100 sel., 45 RPM	525.00	65.00	485.00
HF-100-G (9/53) 100 sel., 45 RPM	695.00	[illegible]75.00	57[illegible].00
HF-100-R	695.00	6[illegible]0.00	67[illegible].00
100-W (9/53)	575.00	57[illegible]	575.00
WURLITZER			
1015 (46) 24 sel., 78 RPM	$ 35.00	$ 35.00	$ 3[illegible].00
1017 (46) 24 sel., 78 RPM	35.00	35.00	35.00
1100 (47) 24 sel., 78 RPM	50.00	50.0[illegible]	50.00
1217 Hideaway (50) 48 sel., 45 or 78 RPM	95.00	89.00	95.00
1250 (50) 48 sel., 45 or 78 RPM	115.00	54.[illegible]0	99.00
1400 (51) 48 sel., 45 or 78 RPM	195.00	124.50	155.00
1450 (51) 48 sel., 45 or 78 RPM	175.00	150.00	150.00
1500 (52) 104 sel., 45-78 RPM Mix	495.00	149.50	299.00
1550-A (53) 104 sel., 45-78 RPM Mix	299.50	299.50	299.50
1600 (53) 48 sel., 45 or 78 RPM	275.00	239.00	239.00
1600-A (54) 48 sel., 45 or 78 RPM	275.00	239.00	239.00
1650 (53) 48 sel., 45 RPM	325.00	225.00	325.00
1650A (54) 48 sel., 45 RPM	325.00	225.00	239.00
1700 (54) 104 sel., 45 RPM	625.00	445.00	495.00
1800 (2/55) (W)	825.00	65.0[illegible]	595.00

PINBALL GAMES

	High	Low	Mean Avg.
BALLY			
Atlantic City (5/52)	$ 65.[illegible]	$ [illegible]	$ 6[illegible].00
Beach Beauty (1/55)	185.00	30.[illegible]	175.00
Beach Club (2/53)	75.00	30.[illegible]0	55.00
Beauty (11/52)	75.00	55.00	65.00
Big Time (1/55)	245.00	100.00	125.00
Bright Lights (5/51)	55.[illegible]	4[illegible]0	5[illegible].00
Bright Spot (11/51)	65.00	4[illegible].00	4[illegible].00
Broadway (12/55)	270.00	175.00	22[illegible].00
Coney Island (9/52)	55.00	45.00	45.00
Dude Ranch (9/51)	75.00	45.00	60.00
Frolic (10/52)	80.[illegible]	6[illegible].00	65.00
Gayety (3/55)	85.00	5[illegible].00	6[illegible].00
Gaytime (6/55)	145.00	65.00	12[illegible].00
Hi-Fi (6/54)	75.00	60.00	65.00
Ice Frolics (1/54)	65.00	45.00	65.00
Miami Beach (9/55)	145.00	12[illegible].00	1[illegible]5.00
Nite Club (3/56)	4[illegible]5.00	2[illegible].00	245.00
Palm Beach (7/52)	85.00	40.00	40.00
Palm Springs (11/52)	6[illegible].00	5[illegible].00	60.00
Spot Lite (1/52)	$ 65.[illegible]	$ 45.0[illegible]	$ 45.00
Surf Club (3/54)	60.00	40.00	60.00
Variety (9/54)	95.00	7[illegible]	7[illegible].00
Yacht Club (6/53)	5[illegible].00	30.[illegible]	5[illegible].00
CHICAGO COIN			
Basket Ball Champ (10/49)	$195.00	$19[illegible]	$195.00
Tahiti (10/49)	75.00	75.[illegible]	75.00
EVANS			
Saddle & Turf Club Model (10/53)	$ 85.00	$ 8[illegible].00	$ 85.00
GENCO			
Golden Nugget (2/53)	$ 35.00	$ 3[illegible].0[illegible]	$ 35.00
GOTTLIEB			
Arabian Knights (11/53)	$1[illegible].00	$ 95.00	$100.00
Auto Race (9/56)	2[illegible]0.00	235.00	245.00
Basketball (10/49)	200.00	200.00	200.00
Chinatown (10/52)	65.00	35.00	65.00
Cinderella (3/48)	2[illegible].00	2[illegible].00	2[illegible].00
Classy Bowler (7/56)	245.00	215.00	22[illegible].00
College Daze (8/49)	135.00	135.00	135.00
Coronation (11/52)	45.[illegible]	3[illegible].00	45.00
Crossroads (5/52)	195.00	4[illegible]	6[illegible].00
Cyclone (4/51)	2[illegible].00	2[illegible].00	2[illegible].00
Daisy Mae (7/54)	145.00	125.00	125.00
Derby Day (4/56)	210.00	145.[illegible]	195.00
Diamond Lill (12/54)	140.00	11[illegible]	[illegible].00
Dragonette (6/54)	17[illegible].00	135.00	1[illegible]0.00
Duette (3/55)	195.00	150.00	175.00
Flying High (2/53)	6[illegible].00	45.00	4[illegible].00
Four Belles (10/54)	125.00	12[illegible].00	12[illegible].00
Four Stars (6/52)	65.00	50.[illegible]	65.00
Frontiersman (11/55)	185.[illegible]	15[illegible]	16[illegible].00
Gold Star (8/54)	[illegible]	125.00	140.00
Grand Slam (4/53)	60.00	3[illegible].00	[illegible].00
Green Pastures (1/54)	10[illegible].00	75.00	100.00
Guys & Dolls (5/53)	80.00	45.00	6[illegible].00
Gypsy Queen (2/55)	175.00	12[illegible].00	170.00
Happy Days (7/52)	65.00	6[illegible].00	6[illegible].00
Harbor Lites (12/56)	195.00	175.00	18[illegible].00
Hawaiian Beauty (5/54)	125.[illegible]	1[illegible].00	125.00
Hit 'n' Run (3/52)	65.00	4[illegible].00	6[illegible].00
Jockey Club (4/54)	130.00	8[illegible].00	110.00
Jubilee (5/55)	275.00	210.00	210.00
Jumbo (10/54)	23[illegible].00	2[illegible].00	225.00
Marathon (10/55)	24[illegible].00	2[illegible].00	245.00
Lady Luck (9/54)	150.00	105.00	120.00
Lovely Lucy (2/54)	110.00	60.00	110.00
Marble Queen (6/53)	85.00	5[illegible].00	55.00
Mystic Marvel (3/54)	255.00	95.00	120.00
Niagara (12/51)	35.00	35.00	35.00
Pin Wheel (10/53)	100.00	60.00	100.00
Poker Face (8/53)	8[illegible].00	60.00	7[illegible].00
Quarette (2/52)	95.00	95.00	95.00
Queen of Hearts (12/52)	6[illegible].00	60.00	60.00
Quinette (3/53)	75.00	6[illegible].00	65.00
Rose Bowl (10/51)	50.00	35.00	50.00
Score-Board (3/56)	275.00	185.[illegible]	210.00
Sea-Belles (8/56)	295.00	27[illegible].00	295.00
Shindig (9/53)	110.00	60.00	100.00
Skill Pool (8/52)	70.00	35.00	65.00
Sluggin' Champ (4/55)	180.00	[illegible]25.00	165.00
Sluggin' Champ Deluxa (4/55)	180.00	180.00	180.00
Southern Belle (6/55)	[illegible]70.00	165.00	170.00
Stage Coach (11/54)	1[illegible]0.00	120.00	150.00
Sweet Add-A-Line (7/55)	[illegible].00	13[illegible]	135.00
Toreador (6/56)	386.00	27[illegible].00	275.00
Tournament (8/55)	2[illegible]5.00	2[illegible].00	22[illegible].00
Twin Bill (11/55)	1[illegible].00	145.00	150.00
Wishing Well (9/55)	185.0[illegible]	145.00	165.00
UNITED			
ABC (2/52)	$[illegible]45.0[illegible]	$545.[illegible]0	$5[illegible].00
Caravan (11/56)	22[illegible]	[illegible]	13[illegible].00
Circus (8/52)	35.00	25.[illegible]	25.00
Havana (2/54)	80.00	80.[illegible]	80.00
Hawaii (6/54)	120.[illegible]	12[illegible]	120.00
Manhattan (4/55)	80.[illegible]	5[illegible]	60.00
Nevada (8/54)	[illegible]	[illegible]	5[illegible].00
Pixie (9/55)	145.00	7[illegible]	7[illegible].00
Rio (11/53)	55.00	25.00	25.00
Singapore (10/54)	65.00	65.00	65.00
Stardust (4/56)	225.[illegible]	150.00	155.00
Starlet (11/55)	22[illegible]	50.00	125.00
Tripla Play (8/55)	85.[illegible]	65.00	75.00
Tropicana (1/55)	75.00	75.00	7[illegible].00
Tropics (7/55)	145.00	55.00	55.00
WILLIAMS			
Army & Navy (10/55)	$ 35.00	$ 35.00	$ 35.00
Big Ben (9/54)	125.00	55.00	85.00
C. O. D. (9/53)	75.00	75.00	75.00
Colors (11/54)	$ 95.00	$ 95.00	$ 95.[illegible]0
Dealer (1/54)	55.00	3[illegible].00	[illegible]
Deluxe Baseball	195.00	49.5[illegible]	[illegible]5.00
Disk Jockey	40.00	40.[illegible]	4[illegible].00
Eight Ball (1/52)	35.[illegible]	35.[illegible]	3[illegible].00
Fairway (6/[illegible])	40.00	40.[illegible]	40.00
Grand Champion	80.00	35.[illegible]	8[illegible]
Gun Club (11/[illegible])	40.00	40.[illegible]	40.[illegible]
Hayburner (6/51)	7[illegible].00	50.[illegible]	[illegible]5.00
Hong Kong (10/52)	5[illegible].00	50.00	50.00
Jalopy (8/51)	55.00	40.00	40.[illegible]0
King of Swat	22[illegible].00	215.[illegible]	275.00
Lazy Q (2/54)	3[illegible].00	35.[illegible]	35.[illegible]0
Lu Lu (12/54)	135.00	55.00	135.00
Nifty (12/50)	20.00	20.[illegible]	20.[illegible]
Nine Sisters (1/5[illegible])	50.00	[illegible]	50.00
Petar Pan (4/[illegible])	1[illegible].00	135.00	13[illegible].00
Quarterback (10/49)	1[illegible]5.00	195.00	195.[illegible]0
Raca the Clock (1/55)	200.00	100.00	190.[illegible]
Rainbow 5 Ball ([illegible]/48)	275.00	255.[illegible]	265.00
Regatta (10/[illegible])	135.00	95.00	135.00
Scraamo (4/54)	75.00	75.00	75.00
Silver Skates (2/53)	50.00	50.00	5[illegible].00
Sky Way (9/54)	85.00	60.00	6[illegible].00
Spark Plug (10/51)	30.[illegible]	30.00	30.00
Spitfire (2/[illegible])	110.00	75.00	110.00
Star Pool (10/54)	110.00	75.00	75.00
Struggla Buggie (12/5[illegible])	55.00	45.00	4[illegible].00
Slugfest (3/52)	45.[illegible]	4[illegible].00	45.00
Twenty Grand (12/[illegible])	50.00	50.00	5[illegible].00
Times Squara (4/53)	70.00	35.00	7[illegible].00
Thunderbird ([illegible]/54)	125.00	115.00	115.00
Three Deuces (8/55)	180.00	145.00	180.00
Super World Series (4/[illegible])	60.00	60.00	60.00
Wonderland ([illegible]/55)	135.00	110.00	130.00

SHUFFLE GAMES

	High	Low	Mean Avg.
Ace Bowlar (CC) (9/[illegible])	$295.00	$ 95.00	$195.00
Advance Bowlar (CC) ([illegible]/53)	199.50	95.00	[illegible]0.00
American Bank (American Shuffleboard) ([illegible]/52)	2[illegible]0.00	2[illegible].00	2[illegible].00
Arrow (CC)	375.00	250.00	315.00
Banner (U) (8/54)	325.00	155.00	240.00
Bikini (K) (6/54)	195.00	125.00	[illegible].00
Bonus Bowler (K) (3/54)	190.00	[illegible]	[illegible].00
Bonus Score Bowler (CC) (4/5[illegible])	395.00	275.00	345.00
Bowletta (C) ([illegible]/50)	40.00	40.00	40.00
Broadway Alley (U)	22[illegible]	225.00	2[illegible].00
Capital Deluxe Shuffle Games	435.00	225.00	36[illegible].00
Capitol ([illegible]/6[illegible])	225.00	2[illegible]5.00	[illegible].00
Carnival (K) ([illegible]/53)	12[illegible].00	4[illegible].00	8[illegible].00
Cascade (U) (2/53)	50.00	50.00	[illegible].00
Century (K) (6/54)	295.00	175.00	210.00
Champion (B) (5/54)	300.00	125.00	195.00
Chiaf (U) (11/53)	11[illegible]	115.00	11[illegible].00
Classic (U) (6/53)	140.[illegible]	5[illegible].00	80.50
Clipper (U) ([illegible])	385.00	215.00	295.00
Clipper Deluxa (U) ([illegible]/5[illegible])	425.00	225.00	325.00
Clover Shuffla (U) ([illegible]/5[illegible])	125.00	39.50	75.00
Club (K) (4/53)	75.00	50.00	6[illegible].00
Comet Targette (U) (11/54)	125.00	125.00	12[illegible]
Comet Deluxa (U) ([illegible]/54)	345.00	125.00	24[illegible].00
Criss-Cross (CC) (11/5[illegible])	95.00	95.00	9[illegible].00
Criss-Cross Targette Deluxe (CC) ([illegible])	110.00	110.00	[illegible]10.00
Criss-Cross Targette Regular (CC) (1/5[illegible])	75.00	75.00	[illegible].00
Crown (CC) (4/53)	50.00	50.00	[illegible]
Diamond (K) ([illegible]/53)	235.[illegible]	100.00	17[illegible].00
Domino (K) (5/53)	[illegible]	5[illegible].00	[illegible].00
Double Score (CC) (3/5[illegible])	95.[illegible]	49.[illegible]	75.00
Featura (CC) (7/54)	275.00	12[illegible]	185.[illegible]
Filth Inning Deluxa (U) (6/5[illegible])	125.00	110.00	115.[illegible]
5 Player (U) ([illegible])	40.[illegible]	40.00	40.00
Fireball (CC) (11/54)	150.[illegible]	15[illegible]	150.00
Flash (CC) (9/54)	335.00	19[illegible]	19[illegible]
8 Player (Ge) (9/5[illegible])	85.00	[illegible]	[illegible]
Gold Cup (CC) (7/53)	155.00	[illegible]	[illegible]
Gold Medal (B) (3/5[illegible])	425.00	275.[illegible]	3[illegible]
Hi Speed Triple Score (CC) (8/53)	60.00	60.[illegible]	6[illegible].00
Holiday Match Bowler (CC) (9/53)	450.00	225.[illegible]0	350.00
Hollywood (CC) (5/53)	175.00	175.[illegible]	175.00
Imperial (U) (9/53)	95.00	95.00	95.00
Leadar Shuffle Allay (U) (11/53)	195.00	125.00	165.00
Laagua Bowler (U) ([illegible]/54)	25[illegible].00	95.[illegible]0	165.00
Laagua Bowlar Daluxa (U) (4/54)	195.00	100.00	145.00
Lightning (U) (2/55)	15[illegible].00	1[illegible]5.00	155.00
Lightning Deluxe (U) (2/5[illegible])	295.00	275.00	275.00

	High	Low	Mean Avg.
Magic (B) (12/54)	$155 00	$155 00	$ 55 00
Mars (U) (1/55)	295 00	225 00	[illegible]
Mars Deluxe (U)	395 00	[illegible]	245.00
[illegible] Bowl A-Ball (CC) (8/52)	70.00	45.00	[illegible]
Match Foal (Ge) (12/54)	99 50	75 [illegible]	80 00
Mercury (U) (12/54)	175.00	15[illegible].00	[illegible]
Mystic Bowler (B) (12/54)	355 [illegible]	325 [illegible]	[illegible]
Mercury Deluxe 11th Frame (U)	295 00	2[illegible] 00	245 [illegible]
Game Bowler (CC) (1/54)	50.[illegible]	[illegible]	50 [illegible]
[illegible]cal (U) ([illegible]/52)	8[illegible]	6[illegible]	[illegible]
Olympic (U) (8/54)	135 [illegible]	[illegible]	[illegible]
Original	[illegible]	[illegible]	75 [illegible]
[illegible]ker (K) (9/53)	149 [illegible]	[illegible]	[illegible]
[illegible]ade (K)	55 [illegible]	[illegible]	[illegible]
Flame Bowler (CC) (10/54)	295 00	[illegible]	[illegible]
Rainbow Shuffle Alley (U) ([illegible]/54)	255 [illegible]	12[illegible] 00	125 00
Rocket (B) (8/54)	[illegible]	[illegible]	2[illegible] 00
Royal (U) (8/54)	[illegible]	[illegible]	11[illegible] 00
Score-A-Line (CC) ([illegible]/55)	475 [illegible]	42[illegible]	425 [illegible]
Shuffle Alley Deluxe 6 Player (U) (10/51)	85 00	30 [illegible]	60 00
Shuffle Alley [illegible] Player (K)	8[illegible] 00	4[illegible] 00	55 00
Shuffle Alley 1[illegible] Player (K)	9[illegible] 00	5[illegible] 00	[illegible]
Shuffle Alley 11th Frame	335 [illegible]	150 00	1[illegible]
Shuffle Alley Deluxe 11th Frame (U)	325 [illegible]	1[illegible] 00	255 00
Shuffle Pool (Ge) (11/53)	99 [illegible]	39 50	8[illegible]
Six Player (CC)	50.00	45 00	4[illegible] 00
Six Player Deluxe (K)	65 [illegible]	40 [illegible]	45 00
Six Player Deluxe (U)	65 [illegible]	40 00	4[illegible] 00
Six Player 10th Frame (U)	[illegible]	55 00	7[illegible] 00
Speedlane Bowler (K)	275 00	275 [illegible]	2[illegible]5.00
Speedy (U) (8/54)	1[illegible]5 00	135.00	135 00
Star 5 Player (U) (7/52)	95 00	34 50	45 00
Star 10th Frame (U) (9/52)	[illegible]10 00	29.50	60 00
Starlite (CC) (5/54)	295.00	145.00	195 00
Super Bonus Deluxe (U)	425.00	345 00	375.[illegible]
Super Frame (CC) (5/54)	295.00	95.00	165.00
Super Match Bowler (CC) ([illegible]/52)	75.00	50.00	55.00
Super Six (U) (3/52)	100 00	29 50	75.00
Targette (U)	100.00	100 00	[illegible]00.00
Targette Deluxe (U) (8/54)	320.[illegible]	95.00	195.00
Team Bowler (U) (1/54)	295 00	100 00	165.00
Team Bowler (K) (10/52)	75.00	49 50	50.00
Tenth Frame (K)	75.00	35.00	60.00
Tenth Frame Bowler (CC)	95.[illegible]	40 00	60 00
Thunderbolt (CC)	395.00	265 00	295 00
Triple Score Bowler (CC) (6/53)	65.00	65 00	65.00
Triple Strike Bowler (CC)	175.00	175 00	175.00
Venus Deluxe (U) (3/55)	350 00	225 00	275 00
Victory Bowler (B) (5/54)	295.00	145.00	195 00
Venus Bowler	385.00	225.00	325 00

ARCADE EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ev—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Int'l Mutoscope; R—Roovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams; Wa—Watling.

	High	Low	Mean Avg.
AA Gun (K) ('48)	$ 99 50	$ 99.50	$ 99 50
ABT Challenger (5/46)	30 00	25.00	25 00
Advance Shockers	22.50	22.50	22.50
Air Football	$22[illegible] 00	$195 [illegible]	$225 [illegible]
Air Hockey	325 00	2[illegible]	32[illegible]
Air Raider (K) ('48)	125 00	12[illegible]	[illegible]
All Star Baseball (W)	195 00	[illegible]	[illegible]
Anti Aircraft	99 50	[illegible]	[illegible]
Atomic Bombers (M)	125 00	[illegible]	[illegible]
Auto Photo (AP)	1995 00	1795 [illegible]	[illegible]
Ba[illegible]namat Capitol P ([illegible])	2[illegible]5 00	2[illegible]	[illegible]
Baseball (Sc)	79 50	[illegible]	[illegible]
Baseball, 2 Player (G)	175 [illegible]	125 [illegible]	[illegible]
Basketball (G)	19[illegible]	[illegible]	[illegible]
Basketball ([illegible])	19[illegible]	[illegible]	[illegible]
Basketball Champ (CC)	195 00	[illegible]	[illegible]
Bal-A-Score (Ev) (8/48)	145 0[illegible]	[illegible]	[illegible]
Bal-A-Score Sr (Ev) (8/48)	14[illegible] 00	145 00	145 [illegible]
Bert Lane Merry-Go-Round	2[illegible]5 00	[illegible]	[illegible]
Big Broncho ([illegible]/51)	345 00	[illegible]	[illegible]
Big Inning (B) ([illegible]/47)	12[illegible] 00	125 00	[illegible]
Big League Baseball (W) (3/51)	145 00	145 00	[illegible]
Big League Baseball (W) (2/54)	145 00	145 00	[illegible]
Big Top ([illegible]) (6/54)	2[illegible]	250 00	[illegible]
Bingo Roll	150 00	125 00	[illegible]
Bonus Deluxe (U)	350 [illegible]	300.[illegible]	[illegible]
Bonus Gun (U) (1/55)	2[illegible]	210 00	2[illegible] 00
Broncho Horse (Ex) (10/47)	375.00	375 [illegible]	375 00
Card Vendor (Ex)	50.00	45 0[illegible]	50 [illegible]
Carnival Deluxe (U)	295 00	1[illegible] 00	245 [illegible]
Carnival Gun (U) (10/54)	17[illegible] 00	135 00	15[illegible]
Champion Baseball (G)	215.00	17[illegible]	185 [illegible]
Champion Hockey ('46)	100.00	[illegible]	1[illegible] 00
Coon Gun (5)	175 00	125 00	175 [illegible]
Coon Hunt (5) (2/54)	150.00	95 [illegible]	150 [illegible]
Dale Gun (Ex)	65.00	50 00	65 [illegible]
Defender (B) ('40)	150 00	125 [illegible]	12[illegible] 00
Derby, 4 Player (CC) (3/52)	195 00	95.00	135 0[illegible]
Drivemobile (M) (7/54)	195.00	150 00	[illegible]
500-Shooting Gallery (Ex) (3/55)	175.00	85 00	[illegible] 00
Flash Hockey (Coinex) (9/46)	99.50	75.00	99 50
Flying Saucer (M) (6/50)	350.00	60 00	12[illegible]
Football (M)	275.00	275.00	275 [illegible]
Goalee (CC) (1/46)	95.00	95.00	[illegible] 00
Gun Patrol (Ex) (5/51)	150 00	62 00	9[illegible]
Gypsy Fortune Teller	10.00	10 [illegible]	10 [illegible]
Harvard Metal Typer	125.00	1[illegible].00	12[illegible]
Heavy Hitter (B)	65.00	50 00	[illegible]
Hi-Ball (Ex) (2/38)	95 00	75.00	[illegible]
Hockey (CC)	75.00	75 00	[illegible]
Home Run, 6 Player (CC) (3/54)	200.00	1[illegible]5 00	195 [illegible]
Jet Fighter (W) (10/54)	225.00	110 00	2[illegible]
Jet Gun (Ex) (12/51)	75.00	75 00	75 00
Jumping Jack (G) (11/52)	85.00	35 00	[illegible] 00
Jungle Gun (U) (7/54)	325.00	325 00	325 00
Kicker & Catchers	52.50	52 50	52 50
K O Fighter	395.00	345 00	3[illegible]0.00
Lite League (W) (2/54)	95 00	75.00	75 00
Lord's Prayer (M) (6/56)	395 00	395.0[illegible]	395 00
Lovemeter (Ex)	25.00	25.00	25 00
Mauser Pistol (Ex)	89.50	89.50	89 50
Mercury Counter Gripper	25.00	25.00	25.00
Midget Movies (CC)	145 00	125.00	125 00
Midget Skeeball (CC)	175 00	145 00	145.[illegible]
Mill Scales	65 00	35.00	5[illegible].00
Pan[illegible] (M)	$[illegible]	$[illegible]	$[illegible] 00
Pennant Baseball (W)	1[illegible]	[illegible]	[illegible]
Periscope (ST)	[illegible]	[illegible]	[illegible]
Photomatic (M) (1/5[illegible])	395 [illegible]	[illegible]	[illegible]
Photomatic Deluxe (M) (2/36)	245 [illegible]	[illegible]	2[illegible] 00
Pistol (CC) (1/49)	[illegible]	[illegible]	[illegible]
Pistol Pete (CC)	9[illegible]	[illegible]	[illegible]
Pistol Target Skill	[illegible]	[illegible]	[illegible]
Pitch'm & Bat'm	9[illegible]	[illegible]	[illegible]
Polar Hunt (W)	3[illegible]	[illegible]	[illegible]
Pop Up	2[illegible]	[illegible]	[illegible]
Quarterbacks (G) (9/51)	[illegible]5 00	[illegible]	[illegible]
Ranger (K)	29[illegible]	[illegible]	[illegible]
Rapid Fire (B)	125 [illegible]	[illegible]	[illegible]
Rifle Gallery (G) ([illegible]/54)	175[illegible]	[illegible]	[illegible]
Round the World Trainer (CC) ([illegible])	375 [illegible]	[illegible]	[illegible]
Royal Mustang Horse	37[illegible] 00	[illegible]	[illegible]
Safari (W) (2/54)	365 [illegible]	[illegible]	[illegible]
Set Shot Basketball (Munves) (6/32)	295 [illegible]	[illegible]	[illegible]
Shoe Brush Up	9[illegible] 00	[illegible]	[illegible]
Shoot the Bear (S)	1[illegible]	[illegible]	[illegible]
Shooting Gallery (Ex) (6/54)	225 [illegible]	[illegible]	[illegible]
Sidewalk Engineer (W) (5/55)	195 [illegible]	99 [illegible]	[illegible]
Silver Bullets (Ex) (11/49)	[illegible]	125 [illegible]	[illegible]
Silver Gloves (M)	[illegible]	12[illegible] 00	[illegible]
Six Shooter (Ex)	75 00	[illegible] 00	[illegible]
S K Grip Vue	30 00	20 00	[illegible] 00
Sky Fighter (M) (9/53)	[illegible]25.00	125 [illegible]	[illegible]
Sky Gunner (G) (9/53)	[illegible]25 00	12[illegible]	[illegible]
Sky Gunner (CC)	125.00	12[illegible]	12[illegible]
Sky Rocket (G) (5/55)	195 00	1[illegible] 00	19[illegible]
Smiley (Pioneer) (8/46)	525.00	4[illegible]	495 [illegible]
Space Gun (Ex)	125.0[illegible]	85 [illegible]	9[illegible]
Space Ranger (Deco)	295.00	224 5[illegible]	2[illegible].00
Space Ship	275 00	1[illegible]	135 00
Speed Boat (B) (7/53)	325 00	27[illegible]	325 00
Sportland (Ex) (11/51)	140 00	140 00	140 00
Sportsman (K) (11/54)	185 00	175 00	175 [illegible]
Standard Metal Typer F S.	275.00	275 [illegible]	27[illegible]
Star Series (W) (4/49)	85.00	85 [illegible]	85 00
Star Shooting Gallery (Ex) (9/54)	120.00	100 00	110 [illegible]
Steeple Chase	395.00	395 00	395 [illegible]
Submarine (K) (1/42)	125.00	125.00	12[illegible] 00
Super Home Run (CC) (3/54)	125.00	125 00	125 0[illegible]
Super Jet (CC) (4/53)	1[illegible].00	175 00	175 00
Super Jet (CC) (8/53)	295 00	295.00	295 00
Super Pennant (W)	175.00	145 00	1[illegible] 00
Super Slugger (U) (7/55)	395.00	295 00	350 00
Telequiz (T) (1/49)	65 00	65 00	6[illegible] 00
Ten Strike (E) ('46)	85.00	75.[illegible]	75.[illegible]
3-D Theater (M) (12/53)	150.00	150 [illegible]	150 [illegible]
Three-of-a-Kind	20.00	18 [illegible]	18 [illegible]
Three Way Gripper (Gb)	25.00	2[illegible] 00	25 00
Treasure Cove (Ex) (6/55)	225.00	225 [illegible]	225 [illegible]
Trigger Horse (E) (7/53)	395.00	395 00	3[illegible]
Undersea Raider (2/46)	125.00	125.00	12[illegible] 00
Voice-O-Graph (M) (4/46)	395.00	295.00	32[illegible] 00
Wild West (G) (2/55)	65 00	65 00	65.00
Wizard 5c	20 00	19 50	19.50
Wizard Whiz	25.00	18 00	20 00
World Series (W) (4/51)	50.00	50 00	50 [illegible]
Zingo (U) (1/51)	65 00	65.00	65 00

SUPPLIES IN BRIEF

Peanut Supply

Peanut supplies held in off-farm positions at the end of November, including shelled oil stock, totaled [illegible]2 million pounds of equivalent cleaned, unshelled peanuts, according to Agriculture Department. These stocks are 28 per cent below the amount held in similar positions a year earlier. Raw shelled peanuts reported used in making candy, salted peanuts, peanut butter and miscellaneous products totaled 244 million pounds thru November 30, about 8 per cent above the amount used in a similar period a year earlier.

Popcorn Supply

Popcorn production during 1957 amounted to 251 million pounds of ear popcorn, according to Agriculture Department. This is 25 per cent less than the amount grown in 1956, but slightly more than 10-year average production.

Pecans, Almonds

Production of pecans is 1957 is estimated at 112,100,000 pounds, 35 per cent less than 1956 and 19 per cent below average, according to Agriculture Department. Production of almonds in California totaled 38,000 tons last year, 35 per cent less than 1956 and 5 per cent below average.

Filberts, Walnuts

Production of filberts in Oregon and Washington during 1957 is estimated by Agriculture Department at a record high of 12,350 tons, more than four times as large as the small crop of 1956 and 53 per cent above average. California and Oregon produced an estimated 67,300 tons of walnuts last year, 6 per cent less than in 1956 and 8 per cent below average.

Cigarette Production

Cigarettes produced in October of last year totaled 40,950,17[illegible],484, an increase of 2.61 per cent over October 1956 according to Treasury Department. Quantity produced the first 10 months of 1957 increased 5 [illegible] per cent over the same period a year earlier.

Large Cigars

Production of large cigars in October of last year totaled [illegible] 193, an increase of 21,520,682 over the same month in 1956. Production during the first 10 months of last year was set at 4,973,456,581, an increase of 104,530,835 over the comparable period in 1956.

Small Cigars

Production of small cigars in October, 1957 totaled 4,923,470, a decrease of 1,406,030 from the same month a year earlier, according to Treasury Department. For the first 10 months of last year production was set at 42,070,765, a decrease of 12,508,510 from the comparable period a year earlier.

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COINMEN YOU KNOW

• Continued from page 101

Klamm has been in the business over 20 years.

Frank Bartnik, Banaco Music, has put away his Cessna for the winter and has grounded himself for the winter, he claims. Banaco music buyer Alice Antczak reports that about half of the firm's music shops are now on dime play.

Robin Coker is the new [illegible] hired by Badger Novelty Company, according to the R[illegible] One-stop boss Orville Carnitz.

Harlyn Herriges, sales and [illegible] representative here for [illegible] Distributing Company, reports that his operator accounts are very pleased with recent high sales. ... L. R. Distributing Company routeman Curt Staska returned from his hunting trip up North with proof of his marksmanship—a good sized deer. Not so fortunate, Bob Puccio, P. & P. Distributing Company returned empty-handed.

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Talked Profit, Landed Chain

• *Continued from page 97*

mediate vicinity of the exit because of the danger of pilferage. Sacks got them with both barrels. He pointed out that not only are bulk venders relatively pilfer-proof, but that the exit of a store is a prime location for a bulk vender.

It made sense and Walgreens agreed to a provisional test of the machines in selected stores in Chicago. For various reasons Sacks was dissatisfied with his nut machines and chose to make the test with 10-cent capsules. The venders were an immediate success, but management at Walgreens was still doubtful. When Sacks' venders pulled sales thruout the Chicago area at a good clip, Walgreen's conceded and gave him a contract for all of its stores in the United States.

Chances Made

A lot of changes have been made since then. Sacks reasoned that the heavy traffic in drugstores could sustain more than one machine. Accordingly, he began replacing single installations with batteries of three venders (mounted on special 40-pound stands) that vended ball gum and capsules. Profits didnt' live up to expectations, however. The gum went over fine, but for some reason the capsules didn't sell as well as they had when located separately. Capsules were selling at a dime and Century ball gum at a penny.

Sacks thought that perhaps the trouble lay with the simple fact that a dime is so much bigger than a penny, with the result that when a potential customer is faced with the choice of coins he unconsciously prefers to use a penny instead of a dime. Accordingly, he converted some dime to nickel venders and ran a test in selected locations. His theory proved correct. Gum sales held and the nickel capsule got the desired play.

The typical installation (see photo) used by White Vending is a battery of three machines vending Century ball gum and nickel charm capsules. Some operators claim that single venders are best, but Sacks says that profit figures establish his theory that, given the necessary amount of potential customers to sustain more than one machine, a battery of venders will pull more pennies than a single machine.

Attractive and Substantial

He thinks that three venders look more attractive and substantial to the casual shopper. As can be seen in the photo, another inducement is point-of-sale posters attached to the back of each machine. Sacks stated that these posters increase sales by 20 per cent when introduced into an established spot. Using a standard machine, he has also added a special compartment to the top of the vender, as can also be seen in the photograph. The double-tiered effect produced also adds to sales, he said.

TYPICAL White Vending installation. Stand not shown.

Originally, Sacks used 24 different types of charms in his machines. He is now putting 300 types of charms in the venders, which held 400 capsules. This is cutting down greatly on servicing requirements and overhead costs by enabling him to furnish a standard mix to all locations for long periods of time. He feels that with 300 different charm types, even the most avid user of a machine would have a hard time exhausting the variety in a year.

Cost Unimportant

He does not think that the cost of a charm is particularly relevent. Some of the charms he uses cost him a half cent and some a full five cents. Since the product sold is a trinket and not a useful item, he feels that the customer's getting his money's worth doesn't hinge upon the cost of the charm but upon its intangible attraction, which can best be described by the term "novelty." If he spots a new charm that he feels has that property he uses it regardless of how little it might cost.

Store managers of individual Walgreen stores generally buy merchandise direct from White Vending (sometimes merchandise is warehoused). The whole problem of commissions is neatly gotten around by simply selling merchandise at a mark-up. All the stores have keys to the venders, and they empty the coin-box and service the venders themselves. Capsule venders take in $20 per load and ball gum machines $11.

Minor repairs are handled by the location, as is up-keep. Walgreen's itself is on the band-wagon, encouraging the hundreds of stores to keep the machines in top shape. When a major repair is involved, the machine is shipped to Chicago and a replacement goes immediately out. Sacks has a man in the field who travels regularly from one section of the country to the other, making inspections, giving pointers and making conversions when appropriate.

New Conversion

Sacks is currently converting his machines in yet another way. Capsule venders are notorious for the difficulty of seeing what is vended. The plastic front piece and the capsule itself tend to blur the definition of the charms heaped in the vender. Sacks devised a method of affixing 17 plastic bubbles onto the inner surface of the front piece. Inside each bubble is put a charm, and all 17 of them give a representative idea of what the vender holds.

Not only that, but Sacks has recently introduced an entirely new idea into bulk vending. He uses the battery of venders itself as a way of selling charms that aren't placed in the machines. On the bottom of the battery is hung a large piece of cardboard in the shape of a doll. On the face of the card are mounted plastic bubbles inside each of which is placed a miniature replica of some standard food item. (They are Japanese imports.)

On the cardboard are also catch phrases, most of which are designed to appeal to a young girl. Starting at the top and working down the phrases read: "Have a Doll Party", "Serve Imitation Dolly Foods", "Is Your Doll Hungry?", "Feed Your Doll Today." The parent is also spoken to with the phrases "15 Durable Hard Plastic Doll Size Food Items" and "Pure Non-Toxic Colors."

Testing New Ideas

Sacks has a set method for testing all his new ideas. He has retained 12 locations from his original route, which give a broad cross-section of the market. On all of these sites he has kept a careful record of both what was sold and gross receipts over the years. Thus he has a reliable comparative index against which he can measure the effectiveness of his innovations. The 12 locations also serve as a way of testing new charms that come out.

One such location is at the Pie Pan restaurant in the city. Here Sacks has five capsule machines lined up. There is incidentally a rack at the bottom of the installation which is used for selling daily papers. Knowing exactly how these machines have performed in the past, during every season, he compiles data obtained from it with results from other test locations. The test sites have also themselves proven profitable, which is always a satisfying consideration to a man with a basic business instinct such as Sacks'.

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1 Model 1500 Wurlitzer, (All Speed Intermix)	180
1 Model 1400 Wurlitzer, (On 45 rpm)	165
1 Model "C" Seeburg	425
1 Model "B" Seeburg	325

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All the news of your industry every week in The Billboard . . .

Sues 3 Unions

• Continued from page 97

Boston Central Labor Unioo had mailed official letters to customers of AMC charging it was "unfair" because its employees were not members of the Teamsters local. The court was told that a picket line was set up in front of the plant last July but all employees ignored the picket line with the exceptioo of a few individuals.

When these methods failed, the suit said, stickers asking the public tu refrain from using AMC machines were used, slots were covered or jammed, machines were kicked in or turned to face the wall, and employees who attempted to service the machines were intimidated, threatened and ridiculed. As a result nf such activities AMC said it had suffered serious losses in sales grosses.

Under Advisement

Judge Morton took under advisement the petition by the unions to dissolve attachments. AMC's suit may be returned to court by February 3 or earlier, after which the defendants will have 21 days in which to answer the charges. The attachment tied up bank accounts of $1,300 of the Central Labor Union, $175 nf Healey's and $700 of McCloskey's.

McCloskey in a letter tn member uoits of the Central Labor Union warned that the nrganization could not function if its funds are tied up for any length of time. McCloskey relies on his pay as secretary-treasurer for his income. Not only is his bank account immobilized but so is his source of income.

The Teamsters Union last year was in negotiations with the Music Operators Associatinn of Massachusetts with a view to organizing the music industry in the metropolitao area. President David J. Baker of MMOA said at that time that, while there might be some advaotages, the industry had come to no definite decision. No further moves have been made in this direction since.

PROFILE OF THE WEEK

Basketball to Law Court

• *Continued from page 97*

Besides representing the automobile association, Raynor is now also counsel for Courtesy Motors, one of the largest automobile dealers in the world, and Peter DeMet, large Pontiac dealer. Raynor also helped put over the latter's Championship Bowling TV program, which was elected best sports show on television. He is also active in civic and social prngrams. Among others, he works with the Foundatioo for Emotionally Disturbed Children, where be is currently serving as vice-president.

One of Raynor's most significant accomplishments as general counsel of NVA came in 1951 when he successfully argued the case of the United States of America vs. the Cavalier Vending Corporation. The decision handed down stated that the mixture of charms with ball gum or candy does oot violate the Federal Pure Food and Drug Act.

That was the big battle. Since then he has kept in touch with trouble spots in different parts nf the United States, keeping them from flaring up like the Cavalier case. He has also negotiated group insurance programs covering everything from liability to life insurance for members of NVA.

Last year he was able to obtain clarification of federal taxation pulicies toward the bulk vending industry, which will do a lot toward simplifying taxation policy thruout the United States. With the help of his secretary, Mrs. Cooke, he begins work on opcoming NVA conventions more than a year before they are due to take place.

Raynor's wife, formerly Muriel Kolbert of Muskogee, Mich., was a college sweetheart at Northwestern, which she also attended as a liberal arts student. They have two sons and a daughter: Lynn, 17, at the University of Southern Califnrnia; Barry, 15, at suburban New Trier High School, and Debra, 10. For a long time Raynor encouraged the eldest son, Lynn, tn take up sports. Every NU varsity player gets a miniature N sweater and rolling a basketball around the floor before he could walk, but it never took. Lynn showed an early preference for dramatics, which he is now studying at Southern California.

Raynor still keeps up with sports as much as he can. He bowls regularly and does a few licks on the basketball court whenever possible. He's up 28 pounds from his college weight of 142, but with his almost five-foot 11-inch height, he carries the extra pounds easily.

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1700	$495.00
1800	595.00
1900	695.00
2000	795.00
1400	155.00

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MODEL D-40	$115.00
MODEL D-80	225.00

WALL BOXES

WURLITZER 5205	$29.95
AMI 40 SEL.	1.95

BINGOS

BIG TIME	$ 95.00
MANHATTAN	55.00
ICE FROLICS	50.00
SOUTH SEA	155.00
PIXIES	70.00
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SADDLE & TURF	85.00
VARIETY	65.00
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ARCADE

SEEBURG COON GUN	$ 85.00

SHUFFLE BOARDS

UNITED LIGHTNING DELUXE	$125.00
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SALES RESULTS—
THE ADVERTISING COLUMNS OF
THE BILLBOARD!

New Bowlers

• Continued from page 100

the City of Chicago, giving them a healthy immediate impetus on the new game market. It is expected that the new bowlers will also meet with muoicipal approval in Detroit, a big market only recently sprung open to amusement games other than the customary pool and shuffleboard. Both cities —Chicago and Detroit—have dated ordinances prohibiting games with bumpers or obstacles on the playfield. The new ball bowlers and "small bowlers" have oo such obstacles, trips or switches on their playing surfaces.

If early returns are an indication, the new "small bowler" games appear to be moving toward healthy sales and grosses io the months ahead. One question still unanswered is whether the novelty appeal of the new games will hold up over a period nf time. Their continued success thru 1958 will depend on this point.

State Coin Org

• Continued from page 100

local groups in areas where they do exist.

One of the factors holding up the membership drive in New York City is the union situation (see Music Machine Department). Gothan juke box and game operators are caught in a jurisdictional battle which now takes a great deal of their energies.

In addition to the local representatives, the meeting was attended by Jack Wilson, of the New York State Operatnrs Guild; Tony Catonese and Buck Van Wyck of the Rockland County Operators Association; Mr. and Mrs. Bill McCarthy of Hurleyville; Pat Marcy of Boonsville; Mac Douglas; Bob Charles of Binghamton; Max Cohen of Wood Ridge, and Lou Werner, counsel.

Guest was Stretch Hanify, public relations director for Grossinger's.

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14-Foot Bowlers 475

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CLEAN GAMES—READY FOR LOCATION

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VARIETY	85.00	DUDE RANCH	55.00
GAYETY	75.00	SURF CLUB	50.00
ICE FROLICS	65.00	BEACH CLUB	45.00

Immediate Delivery. ⅓ Deposit.
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WURLITZER

2150	WRITE	1600	$239
2000	$699	1400	149
1800	569	1250	99
1700	469	1217 (Hideaway)	89
1650	239		

AMI		ROCK-OLA	
G200 (like new)	$649	1436 (45 rpm)	$229
F120 (like new)	495	1434 (45 rpm)	139

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Eastern, 22 col new	320.00
Mercury 11 col., 30c	175.00
Mercury, 9 col.	150.00
National 930	119.00
National 950	125.00
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Lehigh 8 col	85.00
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Mills, 5 col	$ 61.00
U-Select	25.00
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U S 2 col	35.00
Ship 5 col Stamp	29.50
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Harmon Kotex	25.00
Harmon General	25.00
Frigid Fruit	549.00
6 col. Film Vendors	175.00
Andico Coffee, cup	325.00
Coleman Coffee, cup	525.00
Keeney Coffee, cup	295.00
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Beach Beauty	175.00
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Sisio	275.00
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Palomino Horse	295.00
See-Saw	255.00
Miss America	250.00
5 Horse Carousel	325.00
Crusader Horse	595.00
Big Bronco	2?5.00
Moonride	325.00
Leaping Lena	155.00
Dummy Duck	240.00
Reindeer	510.00
Pluto the Pup	240.00

5 BALL PIN GAMES

Pair Lady	$325.00
World Champ	295.00
Gladiator	250.00
Royal Flush	300.00
Blondie	510.00
Band Wagon	200.00
Circus Wagon	215.00
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Hot Diggity	250.00
Mystic Marvel	120.00
Piccadilly	555.00
Race the Clock	100.00
Scoreboard	195.00
Spit Fire	110.00
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ABT 5 Gun Rifle Range	$875.00
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Heavy Hitter	95.00
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Basketball Champ	195.00
Four Player Derby	185.00
Deelee	98.00
Pistol	75.00
Twin Hockey	225.00
Steam Shovel	195.00
Bat A Score	95.00
Dale Gun	65.00
Silver Bullet	125.00
Sx Vitalizers	75.00
Genco Basketball	195.00
Genco Champion B. Ball	195.00
Genco Quarterback	195.00
Hi Fly B Ball	225.00
Keeney Air Raider	1?5.00
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Pitcher & Bottom	195.00
Bear Gun	150.00
Coon Hunt	150.00
Jet Pilot	[illegible]
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Love Tester	125.00
Three D	150.00
Shoe Shine	150.00
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Seeburg A 100	$100.00	AMI B120	$325.00
Seeburg B	395.00	AMI-F120	500.00
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Seeburg R	675.00	AMI G200	895.00
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ABT to Test Bill Changer

• Continued from page 97

nals and next to full-line vending batteries in industrial plants

Essentially, the ABT changer is supposed to function by the detection of three different colors as well as check the penetration of ink in currency. Further methods are said to be utilized, tho ABT will make no disclosures pending clarification of patent rights. National Rejector is said to use a scanning device, while Vendo's changer is supposed to fluoroscope dollar bills and measure sulphite content. In all three methods, the claim is that counterfeit bills do not have essential properties which the changers detect in true currency.

The National and Vendo have made no statements on marketing plans for their changers. ABT plans to distribute its eventual production models on a lease basis. The lease will run for a year, and the location or operator will pay monthly rental fees. However, if the changers are to be incorporated into merchandise venders, ABT will have to alter its lease arrangement. Whatever the final outcome, the first 500 models of the changers will be of the service type, dispensing coins thru payout tubes and holding $150 in change—quarters, nickels and dimes

Pilot models of the ABT changer will incorporate improvements made upon the original prototype. The three colors it detects will be an addition of one, a six second cycle will be shortened to a three-second one, and a simplified mechanism will reject counterfeit bills as well as those of the wrong denomination. In the original model, spurious objects inserted had to go thru the whole cycle before rejection, while in the pilot models they will not get past the insertion tray.

Other refinements will be an electric counter for the dollar bills and a burglar alarm that is tripped by any attempt to break into the console cabinet. The cabinet will be housed in 16-gauge sheet steel and the currency container and return tubes will have a separate housing of heavy gauge steel. Multi-tumbler locks and key-operated slide locks will also be utilized. The complete unit will be 42" by 26" by 15".

Patzer started work on the changer early in 1955, exhibited it at a private showing at the NAMA convention, and said that the prototype has been in operation in ABT's Chicago plant for the past eight months. He said that any genuine bills—crumpled, creased, torn, inserted reversed or upside down—have repeatedly been accepted, and that all spurious, foreign or otherwise non-genuine bills have been rejected. Recently issued new type dollar bills go thru as well as U. S. Hawaiian dollar bills.

Tobacco Production

Tobacco produced in 1957 is estimated by Agriculture Department at 1,660 million pounds, 23 per cent below 1956, 22 per cent below average and the smallest total since 1943.

VALLEY'S 3 NEW 6-POCKETS for '58 OUT SOON!

SPECIALS

14' BOWLING ALLEYS $450.00

ALLEYS

Genco 6 Pl. SKILL BALL	$195.00
Williams 6 PL. ROLL-A-BALL	195.00
Chi Coin SCORE A LINE	225.00
Chi Coin ADVANCE BOWLER	95.00
United 11th FRAME	125.00
United LIGHTNING	150.00
Bally ROCKET	95.00

PINS

Gottlieb SCOREBOARD	$195.00
Gottlieb HARBOR LITES	175.00
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Gottlieb EASY ACES	175.00
Gottlieb LADY LUCK	145.00
Gottlieb GYPSY QUEEN	150.00
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BINGO GAMES

KEY WEST	$365	BRAZIL	$225
BIG SHOW	325	MONACO	225
NIGHT CLUB	245	SOUTH SEAS	175
BROADWAY	210	CARAVAN	165
BEACH BEAUTY	175	STARDUST	150
BIG TIME	145	STARLET	125
GAYETY	85	PIXIES	95
VARIETY	95	SINGAPORE	95
SPOTLITE	45	TROPICS	55
HI-FI	75	RIO	55

SHUFFLE GAMES

Bally CONGRESS	$325	United RAINBOW	$125
Bally A B C.	295	United CHIEF	115
Bally MAGIC	155	United IMPERIAL	80
Bally JET	110	United 5TH INNING	125
United CAPITOL	225	C.C ADVANCE	95

5-BALL GAMES

ROYAL FLUSH	$295	5-PL. SEA BELLES	$295
ACE HIGH	275	2-PL. GLADIATOR	240
RAINBOW	345	2-PL. TOURNAMENT	215
AUTO RACES	225	2-PL. BALLS-A POPPIN'	175
DERBY DAY	190	2-PL. BLONDIE	185
HARBOR LITES	175	5-PL. CIRCUS	525
SWEET ADD-A-LINE	1?5	C C CAPRI	125
4-PL. MAJESTIC	415	HAWAIIAN BEAUTY	125
4-PL. REGISTER	510	DIAMOND LILL	115
4-PL. SCOREBOARD	195	CUE TEE	51

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Parliament Cuts Wholesale Price; Changes Filter

NEW YORK—Effective today (13) the wholesale price on Parliament cigarettes is $9 a thousand, the same as other popular-priced filter brands. It had been $9.81 a thousand.

Philip Morris, Inc., Parliament manufacturer, announced that the brand is introducing a new high filtration recessed filter mouthpiece.

According to a company statement, the nicotine content is now reduced from 2.2 milligrams to 1.5 milligrams a cigarette. Joseph F. Cullman 3rd, PM president, said that a Consumer Union test showed that nicotine content is down 27 per cent and tar content down 40 per cent in the new Parliaments.

The price reduction will generally mean an increased profit margin for the cigarette operator. As a rule, operators have been vending Parliaments for 30 cents, the same as other filters. The new price gives them an extra 81 cents a pack margin.

Juke Hearings

• Continued from page 9

before both House and Senate groups.

Familiar faces on the proponents side are expected to include Herman Finkelstein, counsel for ASCAP, a representative of the Library of Congress Copyright Office, and Sydney Kaye, spokesman for Broadcast Music, Inc. All will urge that the juke box operators be put in the same category as others who use music for profit and be made liable for performance royalty.

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LIKE NEW CONDITION — LARGE SELECTION

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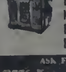

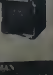

BIG SHOWS	$275.00 each
NITE CLUBS	205.00 each
BROADWAYS	175.00 each
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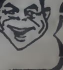

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WILLIAMS EQUIPMENT

LATE MODEL MUSIC • ALL MAKES & MODELS

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M-100A, Converted to 45 RPM.. $275
A.M.I. U-1000 500
A.M.I. D-80 195
WURLITZER 1900 395
ROCK-OLA "FIREBALL" 120 /78/ 198

45 RPM CONVERSION FOR M-100A $69.50

45 RPM CONVERSIONS for Other Models ..... WRITE

GAMES

Bally ALL STAR BOWLER
Bally STRIKE BOWLER
Chicago TV BOWLING LEAGUE
Genco 6-PL. BOWLING ALLEY
Gottlieb SEA-ALL-RUSH
Valley 6-POCKET POOL

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KEENEY "22" DE LUXE ELECTRIC CIGARETTE VENDER
32 Columns. Bets—Holds Top Sports
Also Available: Keeney 300 and 400. Cup Coffee Vendors, Cold Drink Vender.

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Bulk Buster

• Continued from page 97

Square, N. Y., celebrated with his wife last December 8 their 26th wedding anniversary. Their son, Norman, was married last June. Goldberg reports unfavorable restrictions on bulk vending in the County of Nassau. The mixture of ball gum with charms is prohibited, he says, and retailers are viewers allowed on the machines. The most unusual location he has is a bakery, where for some reason ball gum sells at a faster rate than in any of his other spots.

Bob Kantor, Confection Specialties, Inc., Chicago, has just returned from a four-week cruise in the Mediterranean aboard the S.S. Constitution. He and his family visited North Africa as well. In Rome he breakfasted at the Excelsior Hotel with **Samuel Eppy**. Samuel Eppy & Company, who is on an eight-week trek around Europe. . . In California the **Les Feldmans** and the **Bob Feldmans**, Acme Vending Service, Los Angeles, have just returned from a weekend spent in Las Vegas. . . The many friends of **George Templin**, Los Angeles bulk operator, will be glad to know that his father is recuperating at home following a stay in the hospital.

Ernest Cobb, Encinatas, Calif., operator, is reported at home following surgery in a local hospital. . . **John Clem** of Whittier spent a very enjoyable Christmas with his grandson, who arrived shortly before the holidays. . . The wife of **John Dunn**, Los Angeles bulk merchandiser, returned home from an extended visit with friends and relatives in Chicago. . . . **Bob Leidenberger**, Western Vending Machine Operators Association past president, reports that his wife has received her California State license as a beautician after a rigorous examination.

BRAND NEW FOR '58

Williams TEN STRIKE
Bally ALL STAR BOWLER

United ROYAL BOWLING ALLEY
Williams JIGSAW
Genco MOTORAMA
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USED EQUIPMENT SPECIALS

United 11' Bowling Alleys $495.00
United 14' Bowling Alleys 475.00
Genco 6-Pl. Skill-Ball 199.50
Wms. 6-Pl. Roll-a-Ball 199.50
Chicoin 6-Pl. Ski-Bowl 199.50

PHONOGRAPHS

United UPA-100

SEEBURG		AMI	
M100B	$375	E-120	$375
M100C	475	P-120	550
M100W	550	G-120	650
M100R	660	G-200 (new)	725
V200	695	H-100	750
J100	795		

WURLITZER
1450 ..... $325
1800 595
1900 675
1700 545

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NOW YOU CAN EQUIP EVERY LOCATION

ONLY 59" LONG X 22" WIDE

1 or 2 CAN PLAY

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REPLAY AND SINGLE NUMBER MATCH FEATURE

Twin National Slug Rejectors with adjustment to 3-4-5 or 6 plays for 25¢

BALL ACTUALLY HITS PINS!

NO ROLLOVERS

Williams TEN PINS
NOVELTY
No Match • No Replays

Single National Rejector Adjustable to 5¢ or 10¢ play or 2 players for 25¢.

AUTOMATIC PIN RESET

TURN TO AIM

PUSH TO BOWL

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"STRONGER THAN GLASS"
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• More Realism Than Ever Before! • Real Pin Action—100% Bowling Ball Impact! No Contacts Under Pins! • Rubber Lined Ball Return — Sound-Proof Playfield and Back Stop! • Giant 41½-Inch, 31½-Lb. Ball! • Giant Realistic Size Pins—Larger Than Ever!

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NEW VALLEY 6-POCKET POOL GAMES

Slate or Regular Tops

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FIRST-Conditioned 14-FT. BOWLERS

Chi Coin BOWLING LEAGUES
United BOWLING ALLEYS
Bally BOWLING LANES
Rooney TRUE-SCORE BOWLER
Exh. TRU-BOWLERS

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GUNS

FIRST-Conditioned

Gunes CIRCUS	Write
Exh. JUNGLE HUNT	$275
Wms. JET FIGHTER	195
Exh. SPORTLAND GUN	160
Exh. STAR SHOOTING GALLERY	195
Exh. SHOOTING GALLERY	175
Seeburg COON HUNT	195

WANTED! 200 8' SHUFFLE ALLEYS

Chicago Coin—United—Bally

Write or Call for Best Prices!

ARCADE

FIRST-Conditioned

Gonzo CHAMPION BASEBALL	$175
Keeney CROSS COUNTRY	175
Gottlieb HI-PLAY BASEBALL	195
United DERBY ROLL	145
Wms. KID LADDER BASEBALL	165
Chicago MIDGET MOVIES	125
Wms. STAR SERIES	85
Mutoscope ROCK 'N' ROLL	75
Chgo. Coin MIAMI SHUFFLE	65

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'58 Forecast

• Continued from page 92

to those businessmen who operated efficiently and intelligently.

Dime Play

The same situation faces the music industry right now, Baker believes. Operators are going to have to get out and work harder than they ever did before, in the face of rising costs in equipment, records and labor. He suggests that this is the time for operators to convert wholly to 10-cent play and to see that they arrange a better commission split.

He believes that the business will be there but that the operator will have to go out and dig it up. This is not to say that Baker is despondent about the year ahead. Far from it. In the event that the case against the city and State on the oppressive juke box license fees is resolved in favor of the operators, he is looking toward a big expansion in his music routes to balance with his sizable cigarette vending business.

Miami License

• Continued from page 92

be, is open to speculation. And generally there are as many opinions as speculators.

The city has answered the order, but agreed to hold up action for the present. And no definition of the term "present" was given.

A spot check of operators indicated that business was continuing normally. Several noted that "some pressure by City Officials" had been put on locations to switch to the Petrocini machines, but they stated its effect was "questionable."

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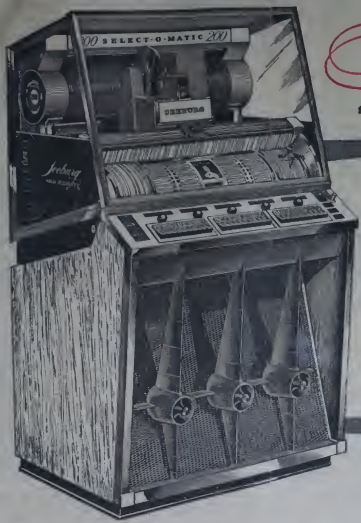

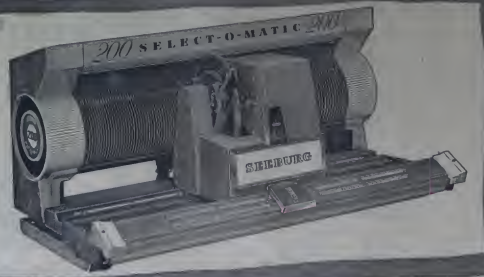

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